

FROM



% rPET

TO
NET

ZERO

IT'S THE FACTS THAT COUNT

The numbers,
100 and 0, represent
the path and the choices
we have taken.


RECYCLED PLASTIC (rPET)
IN OUR BOTTLES


NET EMISSIONS ACROSS
THE ENTIRE VALUE CHAIN BY 2040

 **Coca-Cola HBC
Italia**



IDENTITY

MULTIPLY OPPORTUNITIES

Innovate for growth

We are the **main producer and distributor** of The Coca-Cola Company branded products for the national market.

Our goal is to steer the entire supply chain towards **sustainable and inclusive growth**.

We are present in Italy with **1,862 employees, 6 plants** and the **central office**.

We want to be a **24/7 Total Beverage Partner**, with a product portfolio which can cover all consumption occasions.

71% of the Coca-Cola Company branded products in Italy in 2021 has **low, reduced or zero calories**.



ENVIRONMENT

CUT EMISSIONS DOWN TO ZERO

Reduce the environmental impact

We promote the transition towards a **circular economy model**.

We have launched our first **bottle made from 100% recycled plastic**.

We have converted our **Gaglianico plant** into an innovative facility, capable of producing up to **30,000 tons** of **100% rPET** preforms each year.

67% of our coolers feature **high energy efficiency**.

With the **Net Zero By 40**, project, we pursue the goal of **net zero emissions** across the entire value chain by 2040.



EMPLOYMENT

BROADEN HORIZONS

Bring talents together

People are the driving force of our growth: every day, we strive to guarantee a **stimulating, inclusive, and safe workplace** to our employees.

We are Top Employers Italia for the **6th consecutive year**.

We have provided over **60,000 training hours** to our employees.

Through our **"Zero is possible"** programme we aim to achieve zero workplace injuries for an increasingly safer working environment.



COMMUNITY

SHORTEN DISTANCES

Make room for inclusion

We create value within the communities in which we operate, generating a **positive economic and employment impact**.

Diversity and inclusion are values we live by inside and outside the company.

Approximately **100,000 young people** involved in the **#YouthEmpowered** career orientation programme.

We have donated **1.2 million** products to associations across Italy and **3 million meals** through Banco Alimentare.

Over the last two years we have invested **2.5 million euros** to support the Ho.Re.Ca. channel.