

# SUSTAINABLE AND PROFITABLE GROWTH

dbAccess Global  
Consumer Conference  
June 2023

ZORAN  
BOGDANOVIC  
CHIEF EXECUTIVE OFFICER



Coca-Cola  
HBC

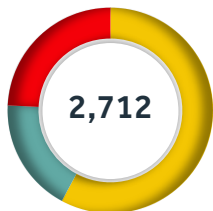
# Unique business with a strong track record of growth across its markets

## Volume

**+3%<sup>1</sup>**

2022

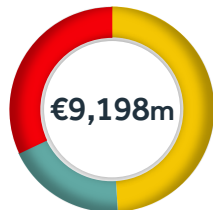
- Emerging 58%
- Developing 18%
- Established 24%



## NSR

**+7%<sup>1</sup>**

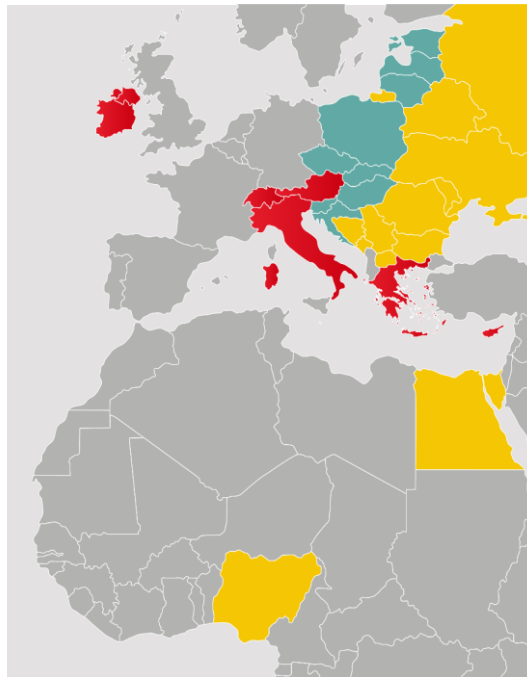
- Emerging 49%
- Developing 19%
- Established 32%



## EBIT

**+7%<sup>1</sup>**

- Emerging 55%
- Developing 12%
- Established 33%



## Established

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

## Developing

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

## Emerging

Armenia, Belarus, Bosnia and Herzegovina, Bulgaria, Egypt, Moldova, Montenegro, Nigeria, North Macedonia, Romania, Russia, Serbia (including the Republic of Kosovo), Ukraine

1. Organic growth average 2019-2022

# We operate in very attractive growth categories

Non-Alcoholic  
Ready to Drink

NARTD



€68bn

market value in 2022



4-6%

CAGR 2024-28

Coffee



€32bn

market value in 2022



4-5%

CAGR 2024-28

Source: internal system projections, excluding Russia and Ukraine

# We prioritise the best opportunities in our unique, 24/7 sparkling-led portfolio

## SPARKLING ENERGY COFFEE

Prioritised across the Group  
Grow penetration and share

## All other brands

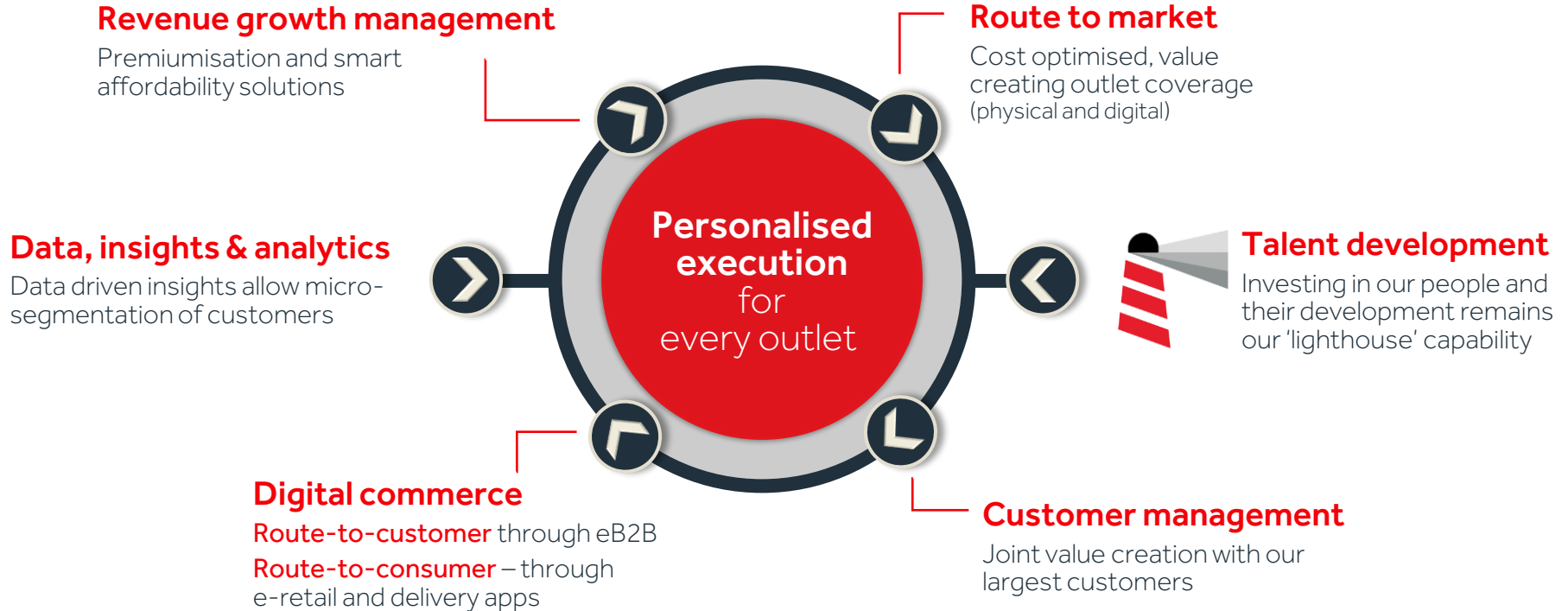
Locally relevant portfolio  
Focus on profitable growth



All numbers as of FY 2022

1. 7% excluding the Egypt acquisition and Milton consolidation

# Our prioritised capabilities underpin our growth ambitions

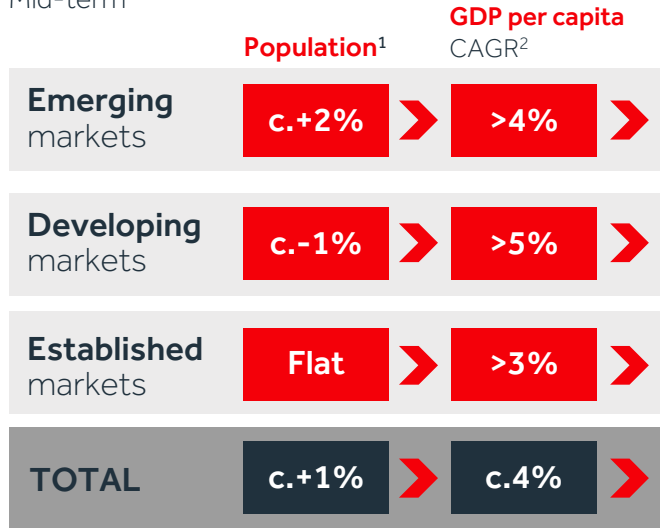


# Growth opportunities exist across our diversified markets

## Sparkling Soft Drinks

### Forecast growth rates

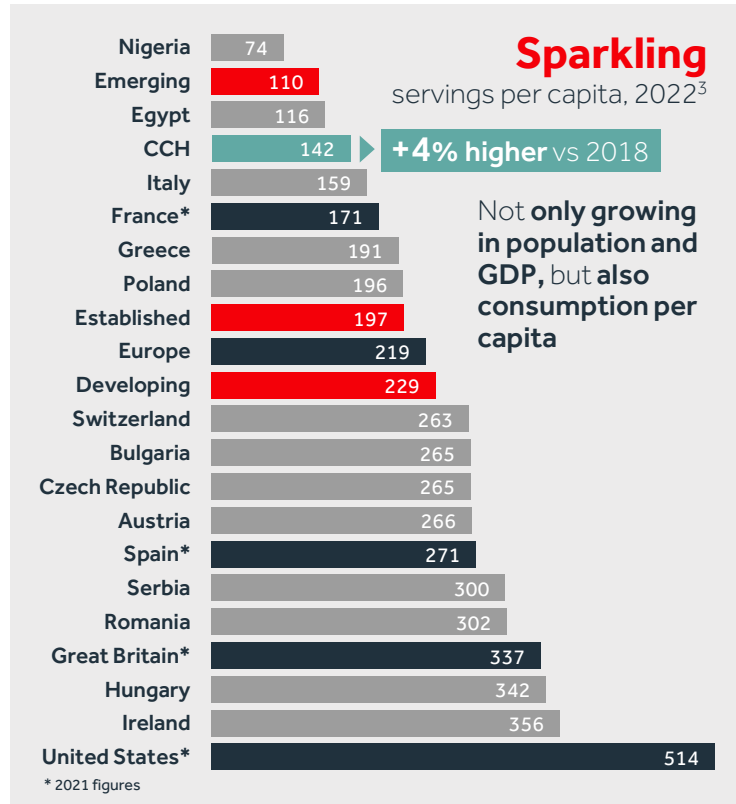
Mid-term



1. UN Population 1 July 2022, excluding Russia & Ukraine

2. IMF: GDP per capita (PPP; International \$)

3. Based on Internal Industry Estimates and UN Population 1 July 2022, excluding Russia & Ukraine



# We have high confidence in our growth algorithm



**NARTD market  
value growth**



2019-2022

**+5%<sup>1</sup>**



**Value share  
gain (NARTD)**



2019-2022

**+270bps<sup>2</sup>**



**CCH price /  
mix improvement**

Across categories, packs,  
channels and countries



2019-2022

**+4.7%<sup>3</sup>**

1. 4-year CAGR, excluding Russia & Ukraine

2. Source: Nielsen & Globaldata, excluding Egypt, Russia and Ukraine.

3. 4-year organic revenue per case growth

# MID-TERM OUTLOOK

**Organic revenue**  
growth

**+6-7%**

on average p.a.

**Organic EBIT margin**  
growth

**+20-40bps**

on average p.a.

- Continued focus on **ROIC** expansion
- **CAPEX** 6.5-7.5% of revenue
- Growing **Free Cash Flow** to support capital allocation priorities



# COCA-COLA HBC

## The Leading 24/7 Beverage Partner



Coca-Cola  
HBC

# Forward-looking statement

Unless otherwise indicated, the condensed consolidated interim financial statements and the financial and operating data or other information included herein relate to Coca-Cola HBC AG and its subsidiaries ("Coca-Cola HBC" or the "Company" or "we" or the "Group").

This document contains forward looking statements that involve risks and uncertainties. These statements may generally, but not always, be identified by the use of words such as "believe", "outlook", "guidance", "intend", "expect", "anticipate", "plan", "target" and similar expressions to identify forward looking statements. All statements other than statements of historical facts, including, among others, statements regarding our future financial position and results, our outlook for 2023 and future years, business strategy and the effects of the global economic slowdown, the impact of the sovereign debt crisis, currency volatility, our recent acquisitions, and restructuring initiatives on our business and financial condition, our future dealings with The Coca-Cola Company, budgets, projected levels of consumption and production, projected raw material and other costs, estimates of capital expenditure, free cash flow, effective tax rates and plans and objectives of management for future operations, are forward looking statements. By their nature, forward looking statements involve risk and uncertainty because they reflect our current expectations and assumptions as to future events and circumstances that may not prove accurate. Our actual results and events could differ materially from those anticipated in the forward-looking statements for many reasons, including the risks described in the 2022 Integrated Annual Report for Coca-Cola HBC AG and its subsidiaries.

Although we believe that, as of the date of this document, the expectations reflected in the forward-looking statements are reasonable, we cannot assure you that our future results, level of activity, performance or achievements will meet these expectations. Moreover, neither we, nor our directors, employees, advisors nor any other person assumes responsibility for the accuracy and completeness of the forward-looking statements. After the date of the condensed consolidated interim financial statements included in this document, unless we are required by law or the rules of the UK Financial Conduct Authority to update these forward-looking statements, we will not necessarily update any of these forward-looking statements to conform them either to actual results or to changes in our expectations.