



FULL YEAR 2023 RESULTS

14 February 2024





Coca-Cola
HBC

2023

HIGHLIGHTS

**ZORAN
BOGDANOVIC**

**CHIEF
EXECUTIVE
OFFICER**



Another year of strategic and operational progress

Our growth strategy is working

Growing
our market

Gaining
share, up 110 bps¹

Delivering affordability
and premiumisation

Our portfolio, operations and teams keep getting stronger and stronger

Investing in our
24/7 portfolio

Investing in our
bespoke capabilities

Investing in **sustainable**
growth in all our markets

1. Value share gain in 2023 in Non-Alcoholic Ready-to-Drink

Strong financial performance in 2023

Organic growth

+16.9% Revenue growth

+1.7% Volume growth

Comparable EBIT

€1,083.8 million

+17.7% Organic growth

Margins and EPS

10.6% Comparable EBIT margin

+21.8% Comparable EPS growth

Sustained strong cash flow management enabling enhanced shareholder returns

Free Cash Flow

€711.8 million

Launched Share Buy Back

€400 million

ROIC

16.4% up 230 bps

For details on APMs refer to 'Alternative Performance Measures' and 'Definitions and reconciliations of APMs' sections of our FY 2023 Press Release.

All strategic priority categories delivering volume growth

Sparkling

+2.5%
volume growth

Trademark Coke brands grew

Sprite grew well, with growth in all segments¹

Adult Sparkling grew in Established markets, led by benefits from the relaunch of Kinley



Energy

+27.3%
volume growth

Double-digit growth for Monster in Established, Developing and Emerging¹

Predator and Fury both delivered very good growth in Emerging markets



Coffee

+31.5%
volume growth

Segmented strategy delivering strong growth for both Costa and Caffè Vergnano

13,000 outlets at end of 2023, up 5,000 from YE 2022



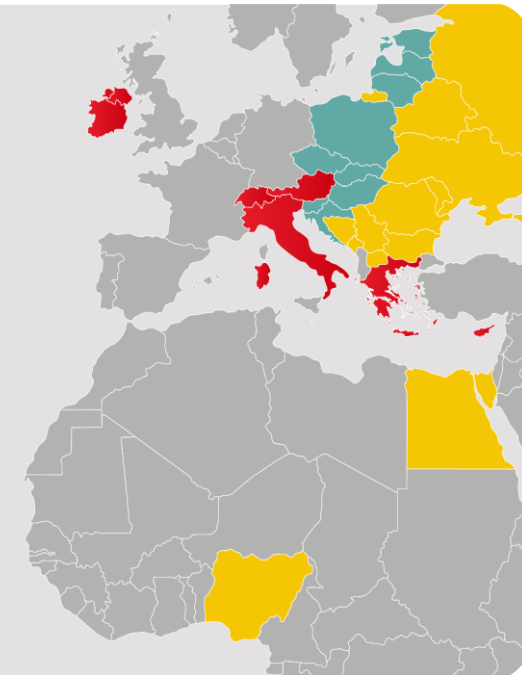
All metrics on organic basis, unless otherwise stated

1. excluding Russia

Delivering higher growth from our diversified country footprint

Strong organic growth

	REVENUE	EBIT
Established	+12.3%	+23.0%
Developing	+18.2%	+26.9%
Emerging	+19.9%	+11.7%



All percentages are of Group organic revenue or organic Comparable EBIT for FY 2023



**Coca-Cola
HBC**

DELIVERING STRONG PERFORMANCE

BEN ALMANZAR

**CHIEF
FINANCIAL
OFFICER**



Focused execution delivered strong organic growth

- **Strong revenue growth, up 16.9%**
 - Overcoming continued cost inflation, macroeconomic and geopolitical challenges
- **Volume growth** of **1.7%** with **6.8%** organic volume growth in Q4
- **Revenue per case** growth of **15.0%**

Consistent improvements to single-serve mix

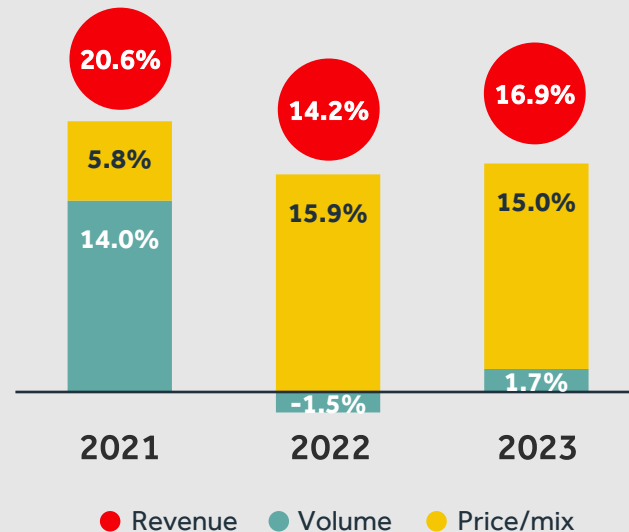
↑ 1 YEAR
80 BPS

↑ 3 YEAR
450 BPS

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Organic growth % change on prior year



Third year of record comparable EBIT

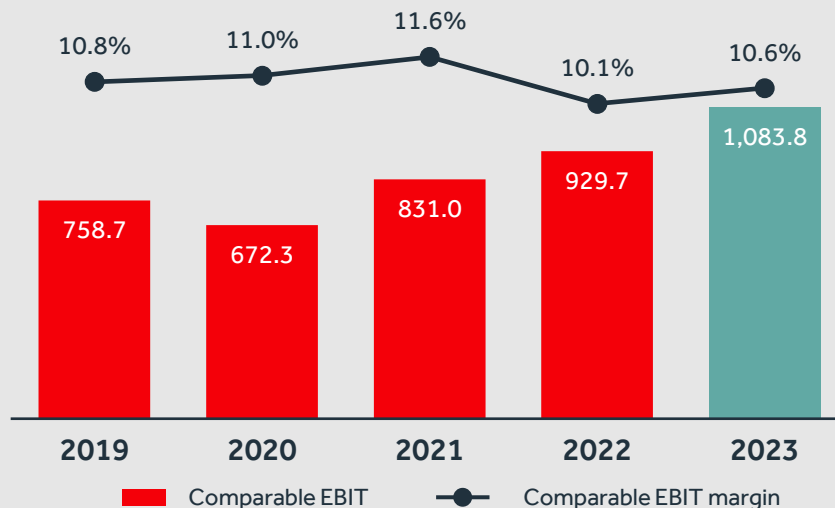
- **Organic EBIT growth of 17.7%**
 - Good conversion of price and mix initiatives, with limited impact on volumes
 - Effective actions on input cost inflation, offset by impact of transactional FX
 - Improved operating expense / sales (10 bps lower) despite investing for growth
- Comparable gross profit margin up 80 bps
- **Comparable EBIT margin of 10.6%, up 50 bps vs 2022, up 10 bps on an organic basis**

>10% EBIT growth per annum

average of annual Comparable 2019 - 2023

Strong track record of EBIT growth - robust margins in mixed economic conditions

€m



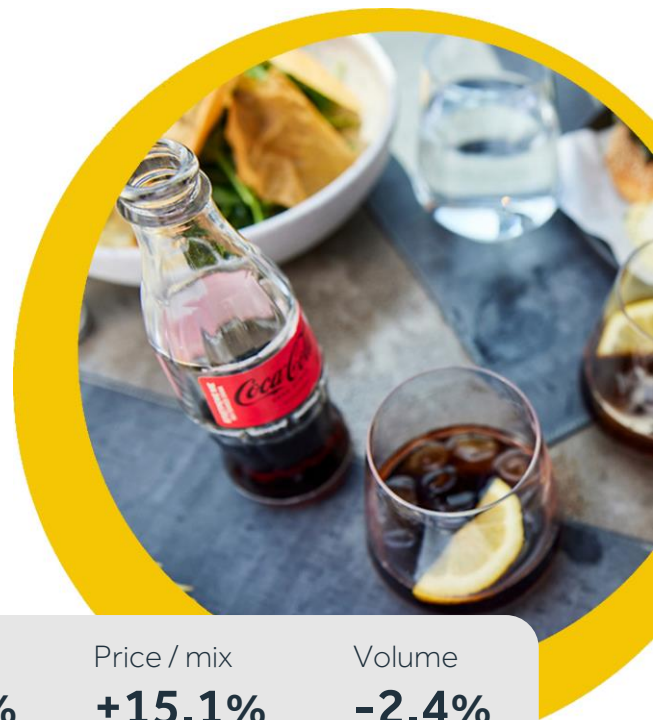
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Established markets

Strong EBIT margin expansion

Revenue up 12.3%

- **Revenue per unit case up 15.1%**, driven by
 - price increases, weighted to H1
 - positive category and package mix
 - 320 bps improvement in single-serve mix
- **Volume down 2.4%** on tough comparatives; improving trend
 - Sparkling down slightly; good growth for Coke Zero and Adult Sparkling
 - Energy up mid-teens; good growth for Monster
 - Coffee grew strongly
 - Stills down high-single digits, driven by Water reflecting actions to improve profitability



Revenue

+12.3%

Comparable EBIT

+23.0%

Price / mix

+15.1%

Comparable EBIT margin

+100bps

Volume

-2.4%

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Developing markets

Strong revenue per unit case improvement

Revenue up **18.2%**

- **Revenue per unit case up 20.2%**, driven by
 - pricing initiatives
 - positive category and package mix
- **Volume down 1.7%**, but with improving trend
 - Sparkling down slightly
 - Energy up low-teens
 - Coffee grew strongly, up over 30%
 - Stills down double digits, led by Water where we prioritised profitable growth



Revenue

+18.2%

Comparable EBIT

+26.9%

Price / mix

+20.2%

Comparable EBIT margin

+50bps

Volume

-1.7%

All metrics on organic basis, unless otherwise stated

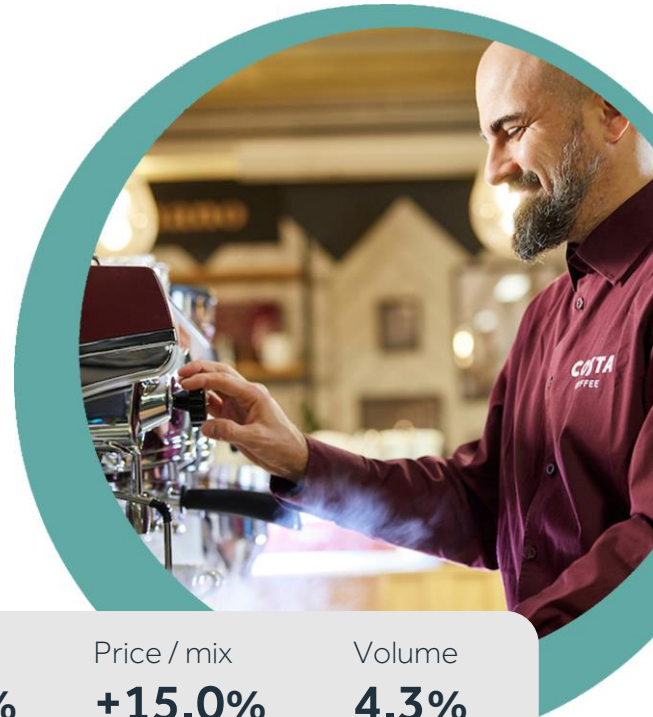
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Emerging markets

Strong performance driven by focused execution

Revenue up **19.9%**

- **Revenue per unit case up 15.0%**, driven by
 - pricing throughout the year
 - managing currency devaluation
- **Volume up 4.3%**
 - Sparkling up mid-single digits
 - Energy up strong-double digits
 - Stills unchanged



Revenue

+19.9%

Comparable EBIT

+11.7%

Price / mix

+15.0%

Comparable EBIT margin

-80bps

Volume

4.3%

All metrics on organic basis, unless otherwise stated

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Comparable EPS up 21.8%

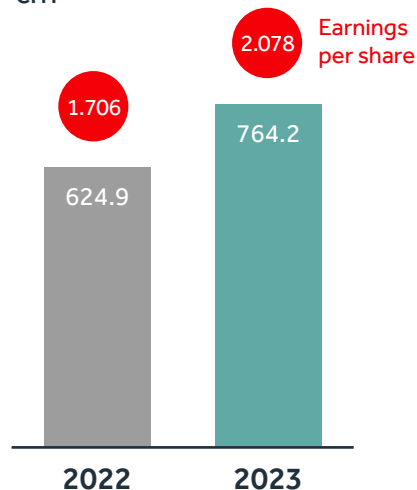
- Very strong **EPS growth**
- Finance costs **€48.3 m** (€82.7 m 2022)
- Comparable **tax rate 27%**, as expected at the top end of our 2023 guidance range of 25% - 27%
- **Dividend of €0.93 per share** recommended, **up 19%** year on year

EPS

+21.8%

Comparable net profit

€m

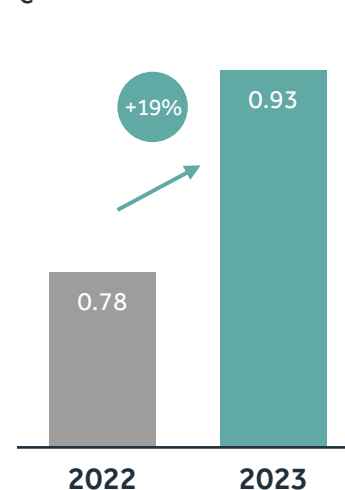


Payout ratio

45%

Dividend per share

€



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Another year of investment and record FCF generation

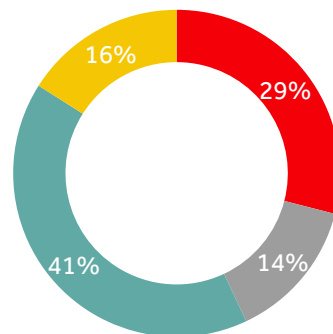
- Capex at **€674.9 million** with investments in:
 - **capacity expansion** in **high growth** categories

Continued investment in **sustainability**

- **cooler footprint** – achieving 54% energy-efficient coolers in marketplace
- **rPET** facility in Romania
- Capex **6.6%** of revenue
- Record free cash flow** of **€711.8 million** up €66.7 million largely due to higher profit
- Net debt to EBITDA 1.1x**

Capex
+€85.4m

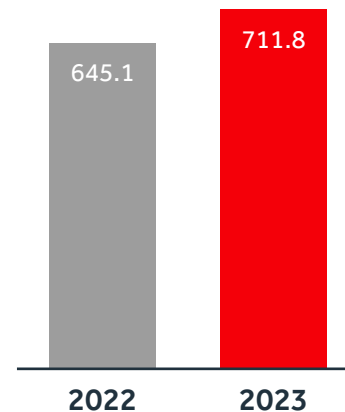
Capital expenditure
%



- Coolers and Marketing
- Digital
- Production
- Other

FCF
+€66.7m

Free cash flow
€m



For details on APMs refer to 'Alternative Performance Measures' and 'Definitions and reconciliations of APMs' sections of our FY 2023 Press Release

Capital allocation discipline

driving higher returns for shareholders and improved ROIC

Clear Capital Allocation Framework

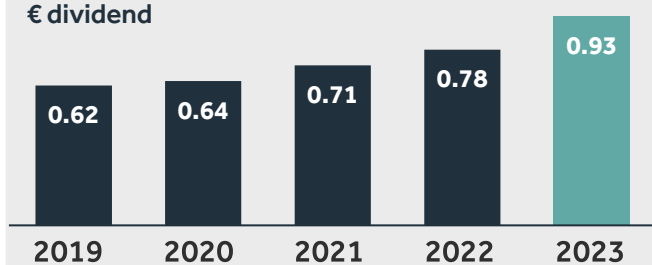
1. **Organic investment**
in the business
2. **Progressive dividend policy**
payout ratio 40%-50%
3. **Strategic M&A**
4. **Additional capital return**

€400m Share Buy Back

- Launched in November 2023
- Two-year programme
- 1.6 million shares (0.4% of share capital) repurchased to date for €42.6m

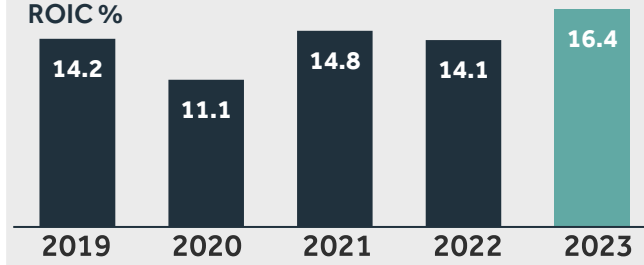
Dividend up 19%

€ dividend



ROIC up 230 bps to 16.4%

ROIC %



Outlook 2024

Strong 2023 outturn

- 2023 performance ahead of expectations

Positive 2024 outlook

- Expect to deliver **another good performance in 2024**
 - progress towards our medium-term growth targets
- Group-level organic **revenue growth of 6-7%**
 - in line with medium-term target range
- Comparable COGS per unit case should **increase low to mid-single digits**
 - through the combined effect of inflation, transactional and translational FX.
- Organic **EBIT growth between +3% and +9%**



For details on APMs refer to 'Alternative Performance Measures' and 'Definitions and reconciliations of APMs' sections of our FY 2023 Press Release



**Coca-Cola
HBC**

DRIVING BEST-IN-CLASS GROWTH

**ZORAN
BOGDANOVIC**

**CHIEF
EXECUTIVE
OFFICER**



Our **team's** tireless efforts build on the clear **purpose, vision** and **values** that underpins everything we do...

OUR PURPOSE

OPEN UP
MOMENTS
THAT
REFRESH
US ALL

OUR VISION

THE
LEADING
24/7
BEVERAGE
PARTNER

OUR VALUES

CUSTOMER
FIRST
WE OVER I
MAKE IT
SIMPLE
DELIVER
SUSTAINABLY



Track record of consistent growth

driven by our three strategic priority categories

Volume

2023 +1.7%

3 year +4.7%

5 year +2.4%

Price / Mix

2023 +15.0%

3 year +12.2%

5 year +6.7%

Revenue

2023 +16.9%

3 year +17.2%

5 year +9.4%

Average of the annual organic growth rate

Our growth algorithm is working to deliver strong growth



NARTD market value growth



2019-2023

+6%¹



Value share gain (NARTD)



2019-2023

+400bps²



CCH price / mix improvement

Across categories, packs,
channels and countries



2019-2023

+6.7%³

1. Source: 5-year CAGR, excluding Russia & Ukraine Nielsen IRI & GlobalData and Internal data including estimations for 2023

2. Source: Nov 2018-Nov 2023 excluding Egypt, Russia and Ukraine Nielsen IRI & Globaldata

3. 5-year average of the annual organic revenue per case growth

Sparkling remains the foundation of our long-term growth

2023

+16.0%

3 year average

+16.0%

5 year average

+8.7%

Strength of partnership with TCCC

- Strong consumer-centric marketing plans
- Excellence in execution
- Innovation in Zeros and flavours
- Refreshing Adult Sparkling
- Packaging innovations with sustainability at their heart

Grow our market,
grow our market share



c.70%
of FY 2023 NSR

Energy continues to drive significant growth through increased consumption and footprint

2023

+27.1%

3 year average

+29.2%

5 year average

+26.5%

Build out consumption and coverage

- Segmented approach with different brands
- Emerging market growth
- Future opportunities to develop category-leading Zeros

Increased bottling inhouse

- Progressive support for growth and innovations



c.7%
of FY 2023 NSR

Coffee growth driven by data-led segmentation and continued investment in a strong footprint

2023

+37.5%

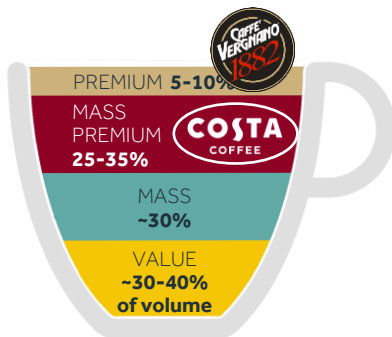
3 year average

+95.3%¹

Building our 360° capabilities



- 5,000 additional outlets in 2023, bringing total to 13,000
- Driving profitable growth: DIA²-driven segmentation and telemetrics



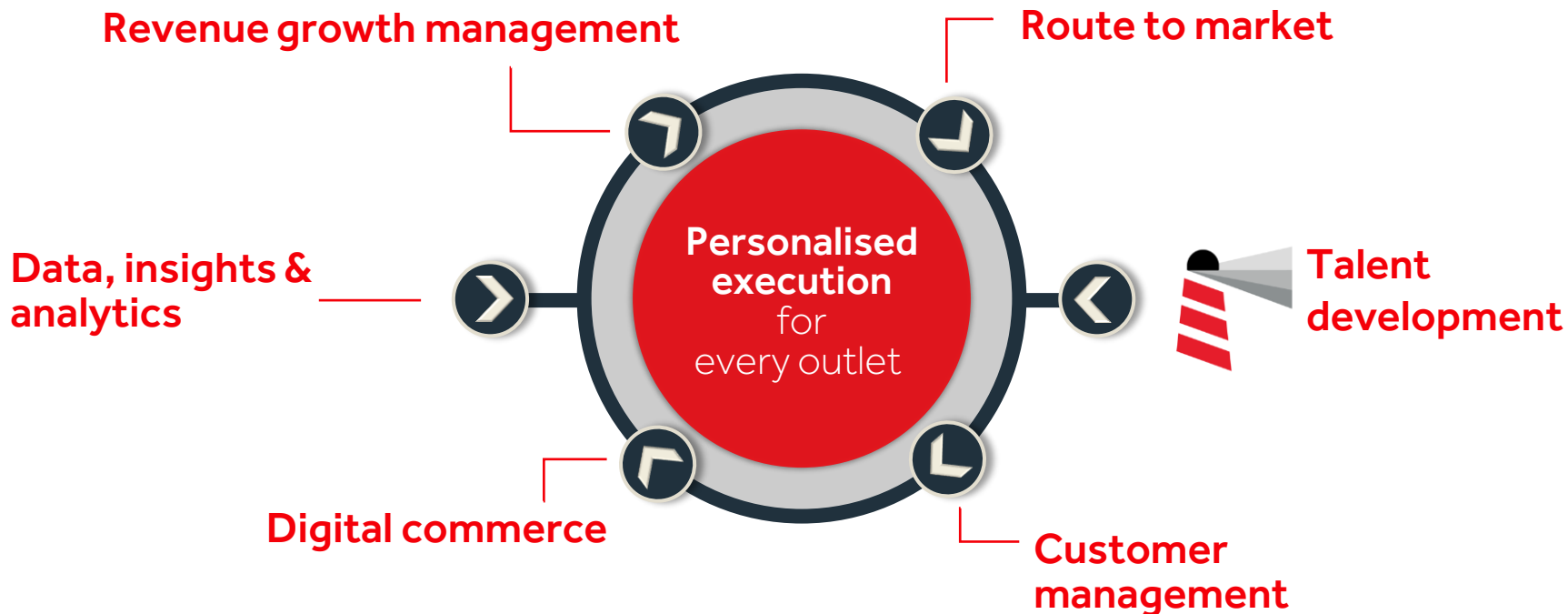
C.1%
of FY 2023 NSR

1. Average of the annual organic growth rate

2. DIA: Data, Insights and Analytics

Investing in bespoke capabilities

to drive execution and capture market share



Who: consumer profile



Combined **Consumer Profile** data with **Consumption data**

6 profiles



Matching who and where

Connected consumer profiles with the outlets where we can find them using a data-driven approach

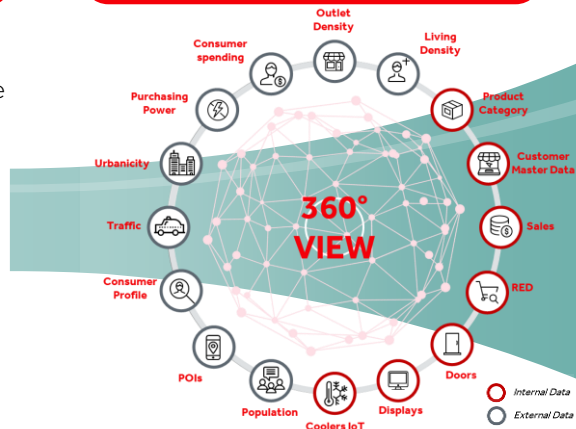
1 Profile: Dinner-at-home devotee



Focused definitions **but at scale** e.g.:

- Age (15-29), household size (5+) <--> shopper profile around store
- Religion <--> store distance to place of worship
- Primary occasion <--> store's peak traffic time

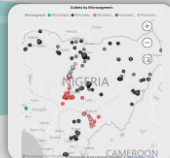
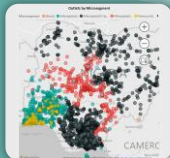
Where: channel / outlet



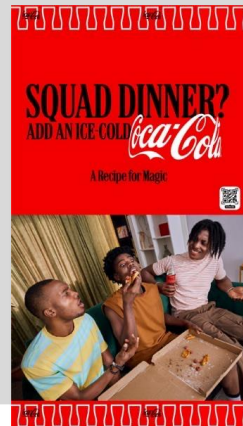
Nigeria

OUTLETS
c.218,000

TARGETED
c.2,650



- Targeting "Dinner-at-home devotee" in **2,650** out of **c.218.000** outlets
- **Driving dinner-at-home occasions via targeted actions:**
 - right packs and assortment
 - personalised marketing materials
 - geo-targeted mobile push notifications



Managing for consistent growth in every market

experience of navigating risks and uncertainties

Established

2023

+12.3%

3 year

+14.9%

5 year

+6.4%

Developing

2023

+18.2%

3 year

+21.7%

5 year

+11.8%

Emerging

2023

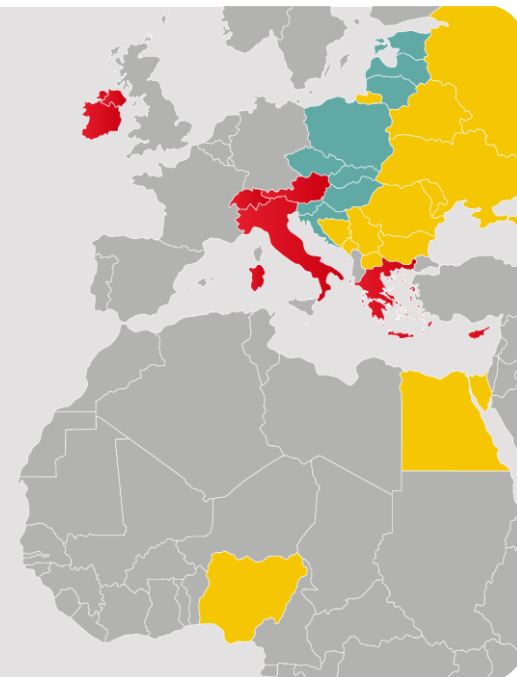
+19.9%

3 year

+17.5%

5 year

+11.1%



2023 or average of the annual organic growth rate

Continuing to invest in Sustainability as a growth enabler

Packaging circularity in Romania



- 100% recycled bottles
- in-house rPET production
- Deposit Return Scheme

Innovating in Austria



- New RGB¹ line for 1 litre and new 400ml resealable bottle
- Replacing shrink plastic with 100%-recyclable paper

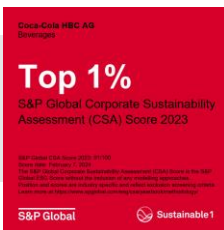
¹ Returnable Glass Bottle line co-funded by the European Union, NextGenerationEU

Supporting local communities



- €10 m initial funding

Ranked **world's most sustainable beverage company** for seventh time by Dow Jones Sustainability Indices (2023)



Ranked **'A' in Climate and Water** by CDP (2023)



AAA rating by MSCI (2023)



Strong platform for compounding profit and earnings growth

medium-term targets unchanged

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

Strong organic
EBIT growth

+

- Accretive **investments**
- Effective use of **excess cash**
e.g. share buy back

COMPOUNDING

↑ **EPS**
GROWTH



Coca-Cola
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**DRIVING
BEST-IN-CLASS
GROWTH**

Q&A



Forward-looking statement

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 2024 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 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.