

Growth pillars continued

Leverage our unique 24/7 portfolio

Adult Sparkling: a 'big bet' and growth accelerator

We are primed to chase significant revenue pools, while addressing premiumisation opportunities of our existing portfolio. Most current brands are specially formulated and marketed to adults, appealing to a wide range of moments that refresh.

What's the growth opportunity?

With 60% of the population in our territories over 25 years old, Adult Sparkling meets the needs of a wide range of consumers. And, with 50% current value share in bitter mixers, we see significant headroom to grow our market share.

We are addressing premiumisation opportunities by:

- developing a super-premium segment in Sparkling Soft Drinks
- driving the mix towards glass and single-serve beverages
- accelerating growth in the HoReCa channel

The right brand
The right package
The right channel
Opening up
The right moment

Opening up the right moment with premiumised, tailor-made and experiential solutions for bars



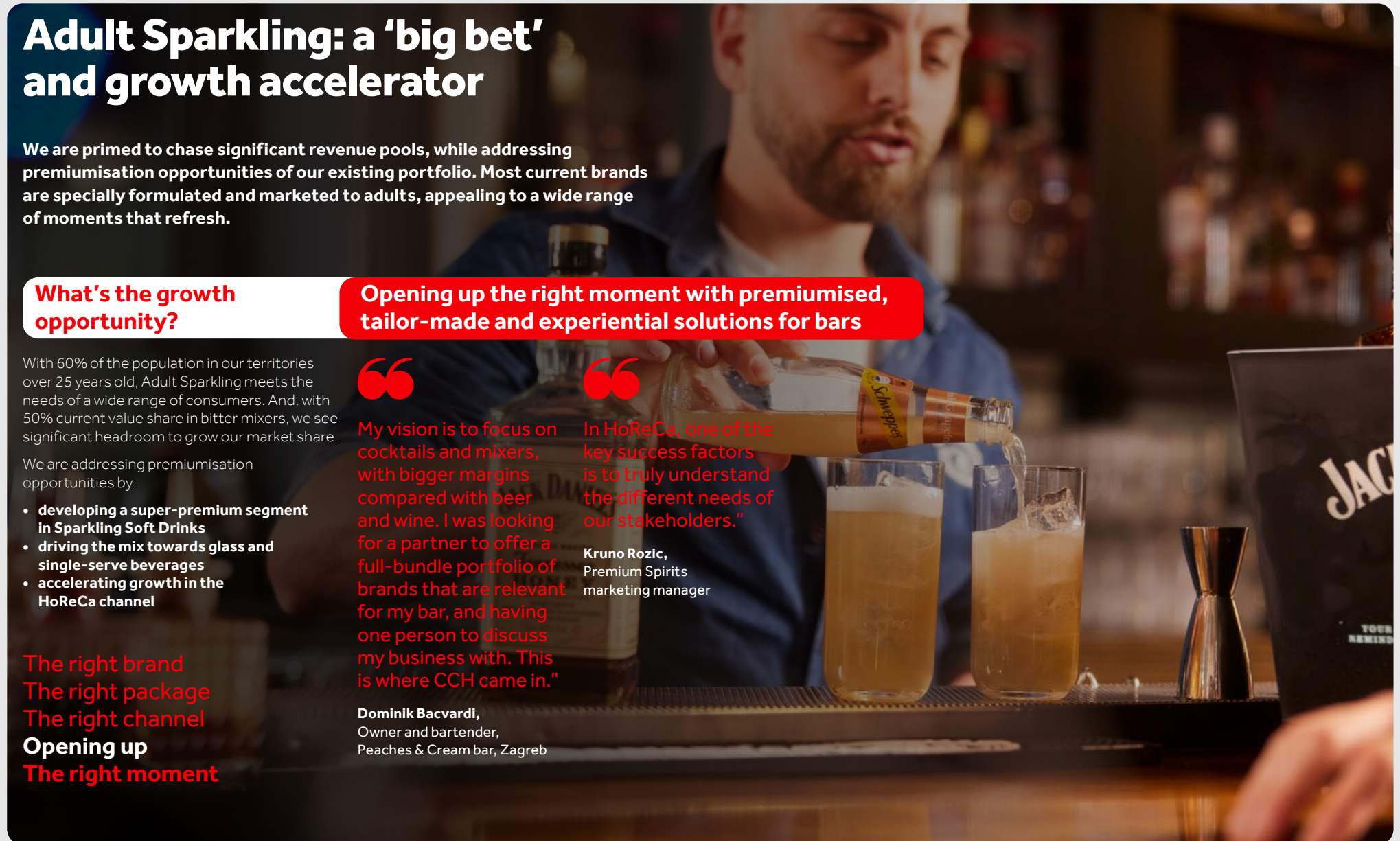
My vision is to focus on cocktails and mixers, with bigger margins compared with beer and wine. I was looking for a partner to offer a full-bundle portfolio of brands that are relevant for my bar, and having one person to discuss my business with. This is where CCH came in."

Dominik Bacvardi,
Owner and bartender,
Peaches & Cream bar, Zagreb



In HoReCa, one of the key success factors is to truly understand the different needs of our stakeholders."

Kruno Rozic,
Premium Spirits
marketing manager



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We are complementing well-established brands like Schweppes and Kinley, with new ones like Lurisia and Three Cents.

The work we are doing on mixability – the combination of alcoholic beverages with sparkling drinks – is critical here and we are promoting Adult Sparkling both out-of-home (leveraging our great HoReCa relationships) and at-home.

Higher

revenue-per-case than Group average.



The Adult Sparkling soft drinks opportunity is massive”

Elaine Bowers Coventry
Chief Customer and Commercial Officer, TCCC.

Watch this Adult Sparkling growth accelerator video from our breakout session at our investor day.



Watch the video online



Premium segment



Kinley

Early evening 'self love' for young adults seeking joy!

~1x
Coke™¹ price

Super-premium segment



Lurisia

For confident and assured adults who enjoy embodying status and letting others know it!

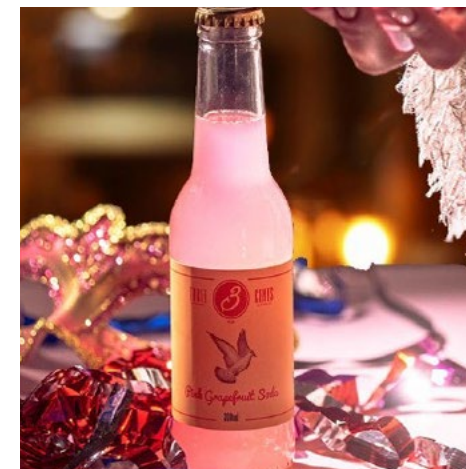
~3x
Coke™¹ price



Schweppes

Finding fun any evening of the week... for social explorers

~1.2x
Coke™¹ price



Three Cents

Made by bartenders for bartenders... for slightly older adults in search of top quality with artisanal craftsmanship

~2.5-4x
Coke™¹ price

1. Coke™ price is Coke Trademark price