

2013 Sustainability Report, Coca-Cola in Germany Executive Summary

As one of the largest manufacturers of soft drinks, The Coca-Cola Company and its worldwide subsidiaries have committed themselves to tackling the most important sustainability challenges facing the industry. To do this, Coca-Cola established a new strategic framework for sustainability on a global scale in 2012, oriented around the focus areas of its activity. These are: ›Me,‹ enhancing

personal well-being, ›We,‹ building stronger communities, and ›World,‹ protecting the environment. In this executive summary, we provide a compact overview of the focus areas of our commitment, our targets, and key figures from the three strategic areas ›Me,‹ ›We,‹ and ›World.‹ More extensive information is available in the 2013 sustainability report at nachhaltigkeitsbericht.coca-cola.de.

The International Sustainability Strategy ›Me, We, and World‹ by Coca-Cola*

Me	We	World
Enhancing personal well-being <ul style="list-style-type: none"> ▶ Product safety and quality ▶ Balanced diet ▶ Transparent consumer information ▶ Responsible marketing ▶ Active lifestyle 	Building stronger communities <ul style="list-style-type: none"> ▶ Human and workplace rights ▶ Charitable contributions ▶ Women's economic empowerment ▶ Coca-Cola foundations 	Protecting the environment <ul style="list-style-type: none"> ▶ Water stewardship ▶ Energy efficiency and climate protection ▶ Sustainable packaging ▶ Sustainable agriculture

*The targets for Germany were adapted to the sustainability challenges specific to Germany. That is why we focus to improve women's chances of promotion to management positions at Coca-Cola in Germany rather than supporting women as micro-entrepreneurs. Regarding sustainable agriculture, we are still working on implementing adaptations for the conditions in Germany.



Me

Focus of commitment

- Product responsibility
- Promoting an active lifestyle

Most important targets for 2020

- Overproportional investment in advertising for Diet and Zero drinks in comparison with our classic soft drinks

Status 2013: 40 percent more investment per liter beverage

- Consistent adherence to our own commitment to provide consumers with transparent information and market responsibly
- At least one program promoting an active lifestyle

Figures	2011	2012	2013
Development of the sales volume in %	+6.1	+0.8	+2.1
Portfolio in %			
· Soft drinks with sugar	66.2	65.6	66.1
· Sugar-free soft drinks	17.5	18.4	18.9
· Water	11.5	11.3	10.7
· Juices, juice drinks, sport drinks, iced-tea varieties, energy drinks, hot beverages	4.8	4.8	4.3
Calorie content per 250 ml on average for all beverages ¹	71.4	70.6	70.8
Mission Olympic			
· Participants	215,000	128,000	256,000
· Physical activities practiced	896,618	1,600,000	1,370,000
· Media contacts in millions	131	166	209
· Monetary media value for the topics of movement and popular sport in € mio	3.1	2.4	3.5

¹ Within the water portfolio (springs), a correction was made to the formula that had been employed since 2009; this has resulted in slight corrections for 2011.

Focus of commitment

- Responsibility for our staff
- Commitment to society

Most important targets for 2020

- Continue to be among the most sought-after employers in Germany
- Average hours of training per employee at CCE AG: 15 hours per year
- Number of industrial accidents per 200,000 man-hours (LTIR): 1.3
- Use the strength of our brands to work towards social targets and expand brand programs in the process
- Increase the share of apprentices to 4 percent

² You can find a further subdivision according to sex, as stipulated by GRI 4, in our sustainability report at nachhaltigkeitsbericht.coca-cola.de/kennzahlen.

³ Apollinaris GmbH has been a part of Coca-Cola Erfrischungsgetränke AG since 2010. In the 2011 sustainability report, the staff of Apollinaris GmbH were reported separately. For better comparison, this was later corrected and the number of employees at Apollinaris GmbH was included in the account of the total staff of CCE AG.

⁴ Head count operative and non-operative (trainees, apprentices, interns, and student employees). Since 2011 the non-operative head count has also been recorded in the statistics.

⁵ At the end of 2011 we started to record the number of training hours per employee as the data source for training at CCE AG. Coca-Cola GmbH has been recording this figure since 2013. For comparison purposes, the data from 2011 and 2012 is also provided.

Figures	2011	2012	2013
Total staff ²			
• CCE AG ³	11,775	11,915	11,787
• Coca-Cola GmbH ⁴	169	182	186
Share of women in the top three levels of management in %			
• CCE AG	24.1	24.2	23.5
• Coca-Cola GmbH	48.0	47.0	45.6
Apprentices at CCE AG			
• Technical and industrial	211	254	311
• Commercial	114	109	110
Average hours of training per employee			
• CCE AG ⁵	8.8	11.0	14.0
• Coca-Cola GmbH	18.4	12.7	8.6
Lost-time injury rate (LTIR)	3.7	4.7	4.3
Commitment of sales territories and head offices			
• Total of all support in cash and in kind in €	1,159,783	1,272,207	1,727,975
• Total hours of community service	3,762	4,733	5,904

Focus of commitment

- Optimization of water management
- Climate protection by the use of energy-efficient cooling, production, and transport
- Promotion of refillable and plant-based packaging

Most important targets for 2020

- Water consumption in relation to production volume: 1.6 liters of water per liter of beverage
- Worldwide water-neutral production; this means saving water, processing our waste water, and supplying as much free and clean water to local projects as we use in our beverages.
- Reduction of the carbon footprint per liter of beverage by 25 percent in comparison to 2010
- Energy consumption per liter of beverage: 0.300 MJ
- Average share of recycled PET in plastic non-refillable bottles: 25 percent

⁶ Due to the calculation methodology being developed further, new emission factors were used. The values for 2011 and 2012 have been adjusted correspondingly.

Figures	2011	2012	2013
Water consumption at production sites of CCE AG in l/l of beverage	2.06	2.02	2.01
Total carbon footprint in t ⁶	1,130,950	1,084,030	1,062,628
Carbon footprint per liter of beverage in g/l ⁶	317.78	302.98	295.70
Energy consumption at production sites of CCE AG in MJ/l of beverage	0.388	0.393	0.399
Share of recycled PET for all PET non-refillable bottles in %	18.8	19.0	25.2
Share of refillable and non-refillable for end user packaging in %			
• Refillable	64.40	62.28	58.26
• Non-refillable with deposit	35.55	37.65	41.65
• Non-refillable without deposit	0.05	0.07	0.09

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