

Sustainability Update 2012, Coca-Cola Deutschland (Germany) Executive Summary

Coca-Cola is one of the most valuable and trusted brands. We use the strength of our brand to motivate our employees, business partners and consumers to live responsibly and actively. This Executive Summary presents a brief

review of the focuses of our commitment along with the most important key figures. For more information about our sustainability activities in 2012, please notice our sustainability update at <http://nachhaltigkeitsbericht.coca-cola.de/update-2012.pdf>.

Product responsibility

Focus of commitment

- Wide-ranging portfolio of non-alcoholic beverages for all needs and lifestyles.
- Transparent information on the nutritional values of our products.
- Highest possible standards of quality and safety.
- Clear guidelines on responsible marketing and sales.

Goals

- Providing at least one zero-calorie or light alternative and one water product per 270.000 customers by the end of 2013.
- Strict compliance with our guidelines concerning product information, responsible marketing and sales.

Key figures	2010	2011	2012
Sales volume development in per cent	+1,5	+6,1	+0,8
Portfolio in percent			
· Soft drinks with sugar	65,5	66,2	65,6
· Sugar-free soft drinks			
· Water	17,7	17,5	18,4
· Juices, juice spritzers, sport drinks, ice teas, energy drinks	12,3 4,5	11,5 4,8	11,3 4,8
Average number of calories per 250ml of all drinks	70,1	71,2	70,6

Environment

Focus of commitment

- Key areas: water, climate protection and packaging.
- Water- and energy-saving programmes in operations and logistics.
- Extensive analysis of water quality, carbon footprint and packaging optimisation.
- Environmental coordinators at all production sites.
- Promotion of multiple-use bottles and crates.
- Implementation of sustainable packaging concepts, such as PlantBottle™.

Goals

- Reduce ratio between water consumption and production volume by 20 per cent compared to 2004 values to under 2.0 litres per litre of product by 2012.
- Reduce energy requirements for newly purchased refrigerators by 40 per cent compared to refrigerators from 2000.
- Phase out of fluorocarbon refrigerants by 2015 for all newly purchased devices.
- Reduce energy consumption to 0.375 megajoule per litre of product in 2012.
- Increase share of recycling material in nonrefillable PET bottles by 25 per cent.

Key figures	2010	2011	2012
Water use ratio at CCE AG production sites in litres/litres of product	2,17	2,07	2,02
Total carbon footprint in tonnes	1.007.309	992.429	938.308
Carbon footprint in gram/litres of product	290,20	263,60	254,40
Energy use ratio at CCE AG production sites in MJ per litre of product	0,412	0,407	0,385
Proportion of non-refillable and refillable packaging in per cent			
· Refillable packaging	72,01	67,72	61,97
· Nonrefillable packaging with deposit	27,95	32,25	37,96
· Nonrefillable packaging without deposit	0,04	0,03	0,07



Workplace

Focus of commitment

- Workplace health and safety management.
- Promotion of women in leadership roles.
- Attractive training and trainee programmes.
- Qualified further training of employees.
- Employee pension and social security benefits.

Goals

- To be among Germany's most popular employers.
- Reduce the number of accidents in the workplace per 200.000 working hours from 3.7 in 2011 to 2.9 in 2012.

We introduced a company-wide accident database in 2012. The more precise reporting resulted in a significant increase in reported accidents and days.

Key figures	2010	2011	2012
Total workforce			
• CCE AG	11.268	11.775	11.915
• Coca-Cola GmbH	162	169	182
Percentage of women in top leadership positions			
• CCE AG	22,8	24,1	24,2
• Coca-Cola GmbH	44	48	47,0
CCE AG trainees			
• Technical and industrial trainees	187	211	154
• Commercial trainees	114	114	109
Accident statistics for CCE AG and Coca-Cola GmbH			
• Working days lost	6.743	6.436	10.393
• First-aid accidents	1.592	1.542	1.520




Community

Focus of commitment

- Proactive relationships with local municipalities.
- Social commitment for children and young people.
- Promotion of active healthy living through physical exercise and sport programmes.
- Corporate volunteering programmes.

Goals

- Establish at least one programme in every country which supports active healthy living for consumers.
- Use the communicative advantages of the brands to contribute towards solving social challenges.
- Organise an annual sustainability month that gives employees time to commit to social initiatives.

Key figures	2010	2011	2012
Commitment from distribution areas and main headquarters			
• Total of all monetary aid and aid in kind in €	787.374	1.159.783	1.272.207
• Total hours of community service	4.113	3.762	4.733
Mission Olympic			
• Participants	424.000	215.000	128.000
• Number of physical activities completed	1.100.000	896.618	1.600.000
• Media contacts in millions	218	131	166
• Monetary media value in million € for areas of physical exercise and sport	4,6	3,1	2,4

Contact partner and contact information

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