At Coca-Cola HBC Serbia & Montenegro, we believe that success depends on the supply of high-quality products,

packages and services that meet and exceed customer and consumer expectations of

our brand products. Fundamental to this is the responsibility to ensure the quality and food

safety of all the products we manufacture and distribute across our markets.

We are committed to continually enhancing the reputation of the brands we produce and

distribute, maintaining consumer confidence in our portfolio through the development and

implementation of quality and food safety systems, standards and practices.

All Coca-Cola HBC Serbia & Montenegro operations are committed to continuous improvement, which is

measured, evaluated and validated for effectiveness through internal and external audits.

We believe that the responsibility for achieving quality and food safety commitments lies

with every single Coca-Cola HBC employee, in how they do their job and in their relationship

with stakeholders. quality and food safety is the responsibility of every employee that has a

direct influence on ingredients, packaging, manufacturing, storage and the transport of

products.

The following quality and food safety principles are the foundation of Coca-Cola HBC Serbia & Montenegro’s

commitment to quality and food safety:

* Manufacture and deliver products that meet the highest quality and food safety

standards.

* Meet all statutory and regulatory requirements for quality and food safety, including

mutually agreed customer requirements related to quality and food safety.

* Ensure a sustainable quality and food safety culture through the implementation,

certification and continuous improvement of effective quality and food safety

management systems compliant with ISO 9001, FSSC 22000, together with Coca-

Cola system requirements and standards (KORE) in all operations and where

applicable.

* Validate the effectiveness of the quality and food safety management systems

through internal and external audit processes recognized by the International Standards

Organization (ISO) and The Coca-Cola Company.

* Apply a risk assessment methodology, aligned with the context in which we operate,

to facilitate our ability to achieve quality and food safety management system objectives and continually improve.

* Build a quality and food safety capability, mindset and culture through structured

programmes that develop employees’ competencies and technical skills, increase

awareness, manage risk and drive increasing levels of excellence across the

organization.

* Continually review quality and food safety policies, standards and procedures to

effectively manage food safety risks associated with changes in products, processes

and technologies.

* Include quality and food safety strategies in the annual business planning process to

ensure that food safety and quality remains an integral part of operations.

* Set annual measurable quality and food safety objectives for all operations, and at

group level, to ensure continuous improvement and compliance with all standards.

* Ensure that suppliers and contractors embrace the same quality and food safety

commitments and monitor the materials and services they supply through audits

and incoming goods inspections.

* Communicate quality and food safety requirements to suppliers, contractors,

customers and consumers and other relevant interested parties by establishing

specifications for ingredients and packaging materials, product storage and

distribution and consumer guidelines.

* Communicate quality and food safety aspects, strategies and performance to employees associates, consumers, customers and principal stakeholders that have an impact on or are affected by Coca-Cola HBC Serbia & Montenegro’s food safety and quality management systems.

As General Manager, I’m committed to our Quality and Food Safety Policy, which is owned and endorsed

by the Board of Directors. That said, every Coca-Cola HBC Serbia & Montenegro employee at every level and in

every function in the organization is responsible for the successful implementation of this

policy and the related programmes.

Belgrade, December 2019

**Svetoslav Atanasov**

General Manager