



## Health & Wellness Policy

Coca-Cola Hellenic cares about the health of its consumers. The Company offers an increasingly wide range of drinks, from traditional sparkling beverages, including regular and low calorie, to juices, waters and other still drinks. All of these can be enjoyed as part of a healthy diet.

Our range of drinks is suitable for a wide variety of drinking occasions from morning till night. In addition, the Company supports activities promoting fitness and physical exercise.

Coca-Cola Hellenic is committed to satisfying consumer demand for:

### 1) A Broad Choice of Beverages

- a) We will continue to expand our range to include traditional sparkling beverages, juices, waters, teas, coffees and functional beverages that are improved, enhanced, and fortified for better health.
- b) We will continue to promote low and no calorie beverages. The average calorie content of the Company's beverages has declined by nearly 20% since 2001.
- c) We will provide an appropriate choice of portion sizes so as to help consumers manage their intake of calories.

### 2) Increased Consumer Information

Coca-Cola Hellenic is committed to responsible communication about its products and to promoting clear, user-friendly front-of-pack nutritional labelling, together with nutrition programmes and supporting materials, to help consumers make well-informed choices.

Coca-Cola Hellenic uses back-of-pack labelling to provide detailed information about calories, sugar, fat, saturated fat and salt content per serving, and a proportion of a healthy diet. This enables consumers to make informed decisions about weight control. Additional information is provided in Company publications, its website and consumer response services.

### 3) Responsible Sales and Marketing

Coca-Cola Hellenic does not market its soft drinks in primary schools or target media advertising to children under the age of 12, and is working with third-party distributors to adhere to the same commitments.

In schools where children are above 12 years of age, the Company discusses



with educators, parents and other stakeholders what beverages they feel are most appropriate.

#### **4) Comprehensive Lifestyle Programmes**

Coca-Cola Hellenic is a founding signatory of the UNESDA<sup>1</sup> Commitments, a set of voluntary industry obligations that address consumer information and education, healthy lifestyles and physical activity, advertising, beverage choice and research in the European Union. The commitments support the European Union (EU) Platform for Action on Diet, Physical Activity and Health, the major multi-stakeholder partnership to combat obesity, and apply to all the Company operations within the EU.

#### **5) Promoting Sports and Physical Activity**

Coca-Cola Hellenic actively develops, participates in, and financially supports a wide variety of sporting events and other physical activities as a means of promoting overall fitness and, in particular, encouraging people to manage body weight and prevent obesity. The Company works with government agencies, sports and nutrition experts, and industry members in cocoordinating exercise initiatives and nutritional education programmes.

We encourage our employees to be fit and healthy, providing them with advice and information on nutrition, health and wellness as well as roviding gym facilities in a number of locations.

As Chief Executive Officer I am committed to this Health and Wellness Policy which is owned and endorsed by the Corporate Social Responsibility Committee of the Board of Directors. Responsibility for the successful implementation of this programme belongs with every Coca-Cola Hellenic employee at each level and function in the organisation.

Dimitris Lois  
Chief Executive Officer

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<sup>1</sup> European Beverages Association