

SUSTAINABILITY REPORT 2014 / 2015

ABOUT THE REPORT

Calendar years 2014 -2015
2013
We have started working towards and transitioning to the GRI G4 guidelines, so we have changed our former annual reporting to two- year cycles.
Judit Jakab, coca-cola.fenntarthatosag@cchellenic.com
We demonstrate our activities, programs and initiatives in the field of sustainability along the material issues of the operation of Coca-Cola HBC Hungary Kft.
The report extends to all functional areas of the company (including sales and distribution centers scattered around the country).
According to our self-classification: GRI G4 core
We do not use any independent external party to audit our local operations; however, an independent consulting company, Denkstatt, was commissioned to audit the country data of the Group in four-year cycles as part of the audit process in which Coca-Cola Hellenic Group issues its integrated annual reports made in accordance with the overall GRI G4 guidelines. As regards the operation in Hungary, Denkstatt last audited our data for 2015.

THE POWER OF LISTENING

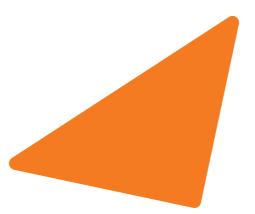
The ultimate question in business is to find out the desires and expectations of our consumers and the communities in which we operate. Fortunately these secrets can be revealed carefully and systematically listening to our stakeholders provides the right answers to us.

Since 2015 - with the active involvement of our external and internal stakeholders -Coca-Cola HBC Hungary annually goes through a process of identifying the issues that are most important in terms of the growth and success of our business and our ability to continue creating value. The identification of relevant and, then, material issues also helps us to better understand how stakeholders perceive our operation.

Our stakeholders have identified 12 key areas for our business (from corporate governance, quality of our products to packaging, water use or employee engagement) – these are the issues that we address and focus in our Sustainability Report.

We firmly believe that by effectively managing material issues we can ensure to meet the expectations of our stakeholders while also continuing to create value with our ever extending portfolio that offer consumers refreshment and joy.

Happy reading!

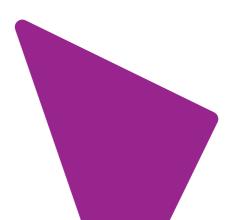




Minas Agelidis

General Manager Coca-Cola HBC Hungary





COCA-COLA HBC HUNGARY AND SUSTAINABILITY

SUSTAINABILITY AND TRANSPARENCY

OUR COMPANY - AT A GLANCE

BUSINESS MODEL

SUPPLY CHAIN

THE STRATEGIC PILLARS AND VALUES OF COCA-COLA HBC HUNGARY

STRATEGIC FRAMEWORK

SUSTAINABILITY APPROACH

MATERIAL ISSUES AND THE 4 CS

SUSTAINABILITY AND TRANSPARENCY

Since 2008, our company has been reporting on its efforts and results in the area of sustainability every year, as we believe transparency, trust and reliability are important to us.

MATERIAL ISSUES

We identify and focus on the material issues which have the biggest impact on our business and matter most to our stakeholders, and we address them on a continuous basis.

Material issues include the economic, environmental and social risks which could affect our business reputation and ability to create value over the short, medium and long term.

The materiality process provides important insights into our business strategy and assures our sustainability reporting is relevant to topics which are truly important and of interest.

HOW WE IDENTIFY AND PRIORITIZE MATERIAL ISSUES

To identify the key issues for our business, we monitor external trends and how they affect our ability to grow our business sustainably over time. We prioritize these issues based on their relative importance to our business and to society at large, mapping the most important ones annually in our materiality matrix.

Our materiality assessment process helps us prioritize the issues in line with the GRI (Global Reporting Initiative) G4 Sustainability Reporting Guidelines.

How material an issue is to our business depends on how it relates to:

- Our purpose, mission and business strategy,
- The brands we produce and sell,
- The impact our operations have on the economy, environment and society of Hungary,
- The importance of an issue to our stakeholders,
- The extent we can influence the issue as a company.

MANAGING MATERIAL ISSUES

To ensure good corporate governance, we review our material issues annually to assure we always reflect new insights from the business; our stakeholders also regularly review our priorities in light of changing issues and expectations.

ENGAGING OUR STAKEHOLDERS

Our Company engages with stakeholder people and organizations affected by our operations continuously and proactively. We take into account the needs and input from our stakeholders, and collaborate and maintain partnership relations with them.

STAKEHOLDER ENGAGEMENT

We identify our stakeholders in accordance with our business and sustainability strategy. We identify as stakeholder every private individual or organization our activity directly or indirectly impacts and influences our ability to grow our business in a sustainable manner.





ASSOCIATIONS WE BELONG TO



We identify those material issues which have the highest impact on our business and are the most important to our stakeholders, and address them on a continuous basis. We actively seek out our stakeholders' opinions and insights by:

- Organizing stakeholder forums,
- Interviewing key internal decision makers and external partners,
- Engaging with our external stakeholders on an ongoing basis,
- Online surveying over 60 of our leaders from each function, as well as more than 50 external stakeholders nominated by our top executives,
- Considering the material issues list of The Coca Cola Company and other bottlers as well as other food and beverage companies,
- Listening to feedback from our Company Risk Forum.

In the first step of our reporting, we have assessed material issues.

METHODOLOGY IN A NUTSHELL

In 2016, our Company assessed material issues to its business in Hungary regarding the year 2014 for the first time. Our survey in November was followed quite quickly by another in 2016 for the year 2015. It was made to comply with the requirements of the GRI G4 report to be completed for the summer of 2016.

We compiled our list of material issues in 2016, at first on the basis of the one made by the Hellenic Group. We have not supplemented the questions in it with special issues of the local market.

We attached short narrative sections to the online questionnaire for the particular issues. The external stakeholders filled out the questionnaire in Hungarian, and our corporate executives did so in English.

The external stakeholders responding to our questionnaire are active in the following sectors:

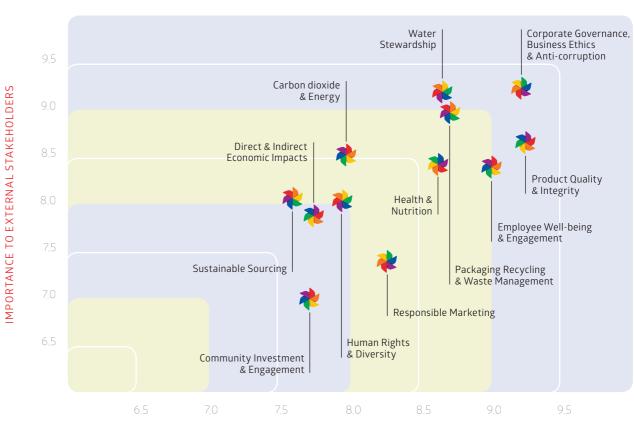
- Science (academia), higher education
- Customer/merchant/sales partners
- Industry interest protection organizations/reconciliation forums
- Media
- Civil organizations
- Local community representatives
- ▶ Basic material, material, interim product suppliers
- Service suppliers (transport, labor force, catering, etc.)
- Service suppliers (professional)

As regards our internal stakeholders, we sent our questionnaire for 2014 to 150 top and mid-level executives in Hungary, and for the year 2015, we distributed them to 66 top and middle managers as key executives.

The following is the Material issues matrix for 2015, based on the results of the relevant survey. We have put together our report by reviewing these issues.



MATERIAL ISSUES MATRIX



A LÉNYEGES ÜGYEK FONTOSSÁGA				
Material issue	Importance to external stakeholders	Importance to internal stakeholders	Average	
Corporate Governance, Business Ethics & Anti-corruption	9,23	9,21	9,22	
Product Quality & Integrity	8,65	9,24	8,95	
Water Stewardship	9,19	8,65	8,91	
Packaging Recycling & Waste Management	8,97	8,71	8,83	
Employee Well-being & Engagement	8,39	9.00	8,71	
Health & Nutrition	8,42	8,62	8,52	
Carbon dioxide & Energy	8,52	7,97	8,23	
Human Rights & Diversity	8,03	7,94	7,98	
Responsible Marketing	7,39	8,26	7,85	
Sustainable Sourcing	8,06	7,59	7,82	
Direct & Indirect Economic Impacts	7,87	7,74	7,80	
Community Investment & Engagement	6,90	7,71	7,32	

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IMPORTANCE TO INTERNAL STAKEHOLDERS



MANAGING OUR MATERIAL ISSUES

ECONOMIC ISSUES

	WHY THIS IS MATERIAL?	HOW IT RELATES TO STAKEHOLDER CONCERNS?	HOW WE ARE ADRESSING THE ISSUE?	SCOPE OF THE ISSUE
CORPORATE GOVERNANCE, BUSINESS ETHICS & ANTI-CORRUPTION	Conducting all business activities with integrity and respect for society is of primary importance for Coca-Cola HBC Hungary. Being a good corporate citizen means having a strong foundation in business ethics and maintaining well-established processes and systems for managing financial and non-financial dimensions of performance, which in turn builds the trust and reputations of Coca-Cola HBC.	Managing non-financial performance, including social and environmental impacts, is integral to maintaining good financial performance over the long term.	We address corporate governance holistically, maintaining a zero tolerance culture related to breaches our Code of Business Conduct and Anti- bribery Policy, while making sure of our people trained on these policies every two years.	Local communities, Customers and suppliers, Decision makers, Civil organizations, Media, Authorities, Scientific-academic institutions, Employees
DIRECT & INDIRECT ECONOMIC IMPACT	We contribute to local economy through our core business activities. These activities generate income for employees, revenue for suppliers and contractors, improve our customers' profitability and support public well-being and infrastructure through tax payments, dues and fees. We also contribute to the public good by investing in community programmes to address environmental and social issues.	Many of our stakeholders are direct or indirect beneficiaries of our business activity. They therefore have an interest in the value added by our business.	We employ more than 1,100 employees in Hungary and supports more thousands direct and indirect jobs in our value chain. We source ingredients, raw materials, equipment and services from our suppliers.	Customers and suppliers, Scientific-academic institutions, Local communities, Decision makers, Media, Civil organizations, Employees
HEALTH & NUTRITION	We recognise the rising incidence of obesity as a serious and complex global health challenge linked to sedentary lifestyles which involves energy imbalance – too many calories consumed and too few expended. Ensuring that our products can be part of a balanced diet combined with an active, healthy lifestyle and regular physical activity is of key importance for the long term success of our business.	Health and well-being is of increasing importance to consumers and, through their impact on overall healthcare costs, to governments.	We offer low or no calorie beverage options to our consumers, provide transparent nutrition information, featuring calories on the front of all packages. We also help get people moving by our Coca-Cola Wake Your Body active, healthy lifestyle program.	Coca-Cola system, Local communities, Consumers, Customers and suppliers, Civil organizations, Scientific-academic institutions, Media, Decision makers
RESPONSIBLE MARKETING	Our advertising and promotions reach millions of our consumers and this is a responsibility we take very seriously. Our approach to responsible marketing, the way we engage in direct commercial activity and the way we advertise and promote impact our corporate reputation.	Stakeholders expect us to provide clear information about the ingredients and benefits of our products and to help raise awareness about the importance of energy balance, which is calories in versus calories out.	We do not engage in direct commercial activity in primary schools and not advertising to children under 12. We offer choice from mineral waters through sparkling soft drinks to juices and offer no and low-calorie beverages. We also help get people moving by our Coca-Cola Wake Your Body active, healthy lifestyle program.	Customers, Consumers, Civil organizations, Authorities
PRODUCT QUALITY & INTEGRITY	Our products are designed to refresh our consumers and satisfy customer needs. We strive to ensure that our consumers have the utmost confidence in our products by ensuring consistent product safety and quality	Stakeholders are interested in how food safety and quality is ensured throughout supply chains. Products with high quality help us to be competitive beyond performance and price.	Product integrity means offering the highest quality beverages that satisfy consumers' and customers' expectations in every aspects. We raise the bar by applying end-to-end food and safety standards, on top of maintaining strong focus on developing a world class mind-set on food and safety throughout the value chain.	Coca-Cola system, Local communities, Consumers, Customers and suppliers, Civil organizations, Authorities, Scientific-academic institutions, Media, FMCG companies

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MANAGING OUR MATERIAL ISSUES

ENVIRONMENTAL ISSUES

	WHY THIS IS MATERIAL?	HOW IT RELATES TO STAKEHOLDER CONCERNS?	HOW WE ARE ADRESSING THE ISSUE?	SCOPE OF THE ISSUE
CARBON DIOXIDE & ENERGY	Energy is an input to our production and logistics processes. Climate change is a material issue for our business also because consumption of cold, single serve beverages can be impacted by weather. This issue also affects our suppliers, customers and the communities we operate in.	Affordable, clean energy and taking climate action are two of the 17 Sustainable Development Goals adopted by the United Nations and member nations in September 2015. Failure to adapt to climate change is listed as a principal risk in the World Economic Forum 2015 Global Risk Report.	We make investments in energy efficiency and low-carbon technologies to reduce our exposure to climate risks and improve our cost leadership and production efficiency.	Local communities, Consumers, Civil organizations, Authorities, Scientific-academic institutions
PACKAGING RECYCLING & WASTE MANAGEMENT	Our company sells several thousand unit cases of product annually, and packaging plays a vital role in keeping our products fresh and save. Sustainable packaging and waste management are important to our business, given the amount of packaging we use and the need to recover and recycle post-consumer packaging.	Achieving a circular economy, one that is restorative and regenerative, is high on the political and media agenda.	Our ultimate goal is to close the recycling loop, converting used packaging into new. We minimise the environmental impacts of the packaging we use at every stage of the lifecycle, working on designing packaging that is lighter and minimises waste.	Decision makers, Local communiti Consumers, Civil organizations, Authorities, Scientific-academic institutions
SUSTAINABLE SOURCING	The beverage industry is a substantial purchaser of agricultural raw materials. The sourcing of our raw materials accounts for a large portion of our economic, operational and environmental footprint. The performance of our suppliers directly affects our performance in a wide range of economic, environmental and social issues.	There is increasing pressure on natural resources, and climate change, poverty and social inequality are affecting crops and water supply. To protect food and water supplies, crops must be grown and sourced in a sustainable manner.	We are committed to working with The Coca-Cola Company and our suppliers to ensure that we sustainably source our key agricultural ingredients. We work with our suppliers to ensure compliance with the Sustainable Agriculture Guiding Principles by 2020. All our suppliers our required to adhere to our Supplier Guiding Principles.	Local communities, Consumers, Customers and suppliers, Decision makers, Civil organizations, Autho Scientific-academic institutions
WATER STEWARDSHIP	Water is the primary ingredient of our products and is central to our manufacturing processes and necessary to grow the agricultural ingredients for our products. Water is also vital to the community which in we operate, so responsible water throughout our processes and in our supply chain is a material issue for our business.	Sufficient amounts of accessible, safe, good quality water and sanitation are essential to the health of people and ecosystem. Two of the UN's Sustainable Development Goals relate to water and sanitation issues.	We are committed to reducing our water use ratio (I/I beverage produced) in manufacturing by 2020. We consistently focus on and invest in water saving initiatives. We committed to certify our plants according to the European Water Stewardship (EWS) standards. We invest in community water stewardship programs to raise awareness to rivers and wetland habitats.	Local communities, Consumers, Civil organizations, Authorities, Scientific-academic institutions

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MANAGING OUR MATERIAL ISSUES

SOCIAL ISSUES

	WHY THIS IS MATERIAL?	HOW IT RELATES TO STAKEHOLDER CONCERNS?	HOW WE ARE ADRESSING THE ISSUE?	SCOPE OF THE ISSUE
COMMUNITY INVESTMENT & ENGAGEMENT	The success of our business depends on the strength and well-being of the communities in which we operate. Having a clear direction and focus for guiding community investment and engagement enables our communities and our business to grow.	Good health and well-being, quality education and decent work are global Sustainable Development Goals, and businesses are expected to contribute to addressing these challenges. Publicly reporting on efforts and results related to these challenges is a stakeholder expectation.	Our two priority areas for community programmes are: active, healthy living and environmental and water stewardship. Regarding the first area, we are proud of our Coca-Cola Wake Your we spent on more than 1 billion HUF in the last ten years.	Local communities, Scientific-acade institutions, Civil organizations, Employees
EMPLOYEE WELL-BEING & ENGAGEMENT	The success of our business depends on our ability to attract and retain talented, healthy, happy and engaged people. Training, developing, motivating and engaging employees and providing access to employee well-being programmes and a safe working environment are the core of our corporate culture.	There is a growing recognition of the importance of individual well-being inside and outside the workplace. Improvement in well-being results in improved workplace performance including financial performance, labour productivity and the quality of outputs. Sustainable engagement scores are strongly and positively linked with workplace performance.	Our sustainable engagement score in 2014 was 83% and 81% in 2015. Our employee well-being strategy is based on four pillars: physical, emotional, social and financial well-being. We provide various programmes regular health check, access to sports and physical activity, return to work support for parents and flexible work arrangements where appropriate.	Employees
HUMAN RIGHTS & DIVERSITY	Our people are key to the success of our business. We seek to create a working environment that fosters diversity and inclusion, making sure that human rights are fully recognised and respected across the value chain.	The increased globalisation of business has greatly expanded the opportunities for employees from different cultures and customs to work together. Managing diversity well can also be indicative of management quality and innovativeness. Diversity statistics and policies are therefore of interest to many stakeholders.	Our human rights policy is guided by international human rights principles encompassed in the Universal Declaration of Human Rights, the International Labour Organisation's Declaration on Fundamental Principles and Rights at Work, the UN Global Compact and the UN Guiding Principles on Business and Human Rights. The percentage of women in our workforce was 25% in 2015, and 33% in our Senior Leadership Team.	Coca-Cola system, Local communit Customers and suppliers, Civil organizations, Authorities, Scientif academic institutions, Employees
			We demonstrate the material issues mentio social and environmental issues.	ned above along their nature: econor

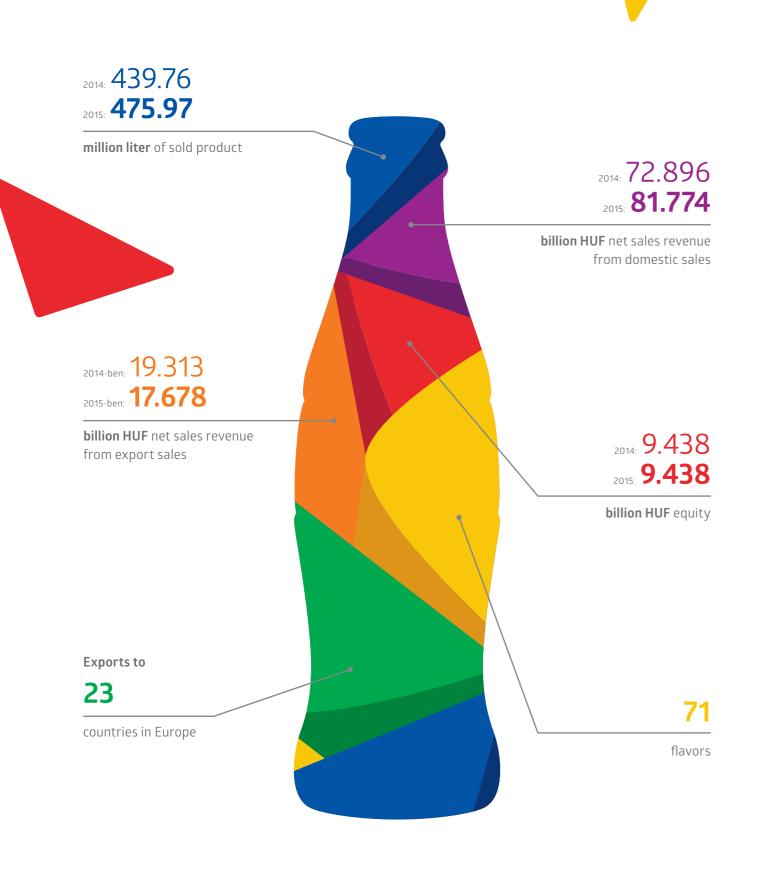
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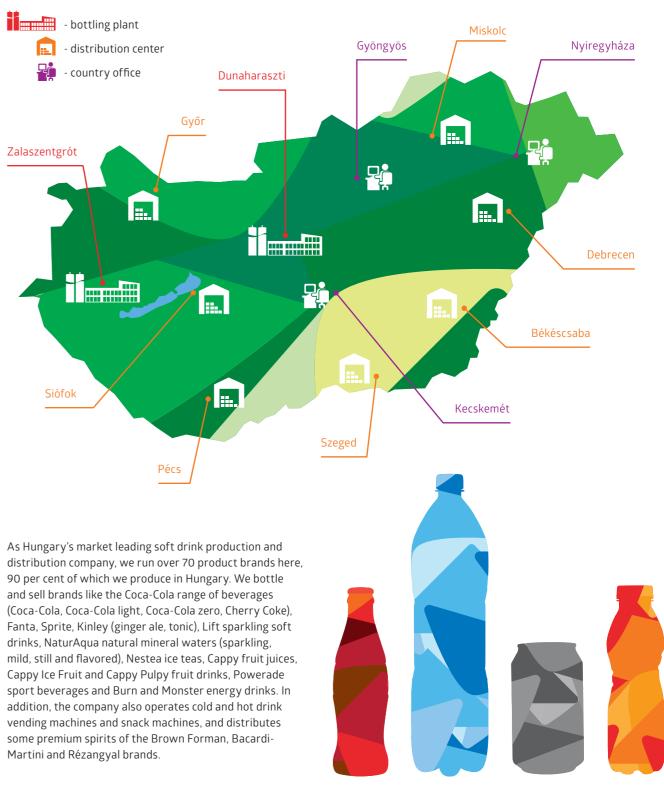


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OUR COMPANY - AT A GLANCE



Coca-Cola HBC Hungary Ltd., a wholly-owned subsidiary of Coca-Cola HBC AG, with its seat in Dunaharaszti, operates two bottling plants, seven regional distribution centers and three country offices.





BUSINESS MODEL

Corporate sustainability is the heart of Coca-Cola HBC's culture. Our sustainability goals are linked to our business priorities and are part of our general strategy, as they are focused on those people who are the most important pillars of Coca-Cola HBC's sustainable growth.

CAPITALS

VALUE ADDED BY

Financial

We seek to efficiently use funds obtained through financing or generated from operations or investments.

Manufactured

We carefully manage the stock of manufactured capital, including equipment and buildings, available to produce and distribute our products.

We continually work to develop the competencies, capabilities and talent of our people, a critically important asset.

Natural

Water, energy, and other natural resources are important inputs to our value creation processes, and we seek to use them efficiently

Intellectual

Our knowledge-based assets include our brands and brands we license, as well as proprietary technology, standards, licences and processes.

Social and relationship

Social and relationship capital includes our reputation and our ability to earn and maintain the trust of key stakeholders.



Working with partners and suppliers

Our partnership with The Coca-Cola Company gives us exclusive rights to manufacture and sell their branded products in our territory. The Coca-Cola Company develops and owns brands which account for 97% of our volume sold. They also produce and supply our Company with the concentrate, or syrup, that is the main ingredient for our beverages. We rely on our supply chain for many types of inputs to our business, including equipment and machinery and consultancy services and software. Partnering with responsible, dependable, efficient suppliers allows our Company to focus on what we do best - producing and distributing beverages that bring smiles to consumers.



Producing cost-efficiently

Using concentrate from The Coca-Cola Company, and other ingredients, we produce, package and distribute products. We produce nearly all of the products we sell at production facilities that also have distribution centres and warehouses. Utilising these facilities wisely helps us produce products responsibly and is key to our profitability..



Serving consumers and communities

We offer a range of beverages to satisfy evolving consumer preferences and active, healthy lifestyles. By providing products that meet consumer needs and operating a responsible, sustainable business, we create value for the communities where we operate..



Serving customers effectively

We manage customer relationships as well as promotions and displays at the point of sale. Our customers rely on us to have a full range of quality products on the shelves every day, so that they can satisfy consumers' refreshment needs. In order to give our customers the best possible service, we segment each market and serve each customer based on size and need, taking into account prevalent market conditions.

VALUE CREATED

on all capitals, or inputs.

2014 67.570 2015: 73.978

generated

2014: 13.935 2015: 17.745

2014 10.157 2015: 10.485

and benefits

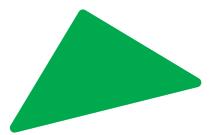
2014: 5.000 2015: 16.163

2014: 1	.05
2015: 2	.16

2014 880 2015: 1.260

volunteer **hours**

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We create value for our stakeholders and our business by carefully managing the use of and return

billion HUF direct economic value

billion HUF operational cost

billion HUF employee cost

billion HUF payments to providers

30

billion HUF repayments to government organizations

VALUE SHARED WHIT

By running a profitable, sustainable, responsible business, we create value which is subsequently retained by our business, making it stronger, and shared with all of our stakeholders

Shareholders

Through the process of managing all inputs to our business well, we create profits which benefit shareholders through dividend payments and share value.

Suppliers

As we create value, we support businesses throughout our value chain, and support job creation beyond our business.

Developing, recognising and rewarding our people secures a skilled and motivated workforce.

Customers

Our efforts to produce products efficiently and responsibly builds value for our customers' businesses.

Communities

When our business is profitable. sustainable and responsible, the communities where we operate benefit through job creation, tax payments to governments, useful products and services, and minimisation of environmental impact. We also consistently invest 2% to 2.5% of our pre-tax profits in programmes to support communities in our territory.



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SUPPLY CHAIN

In 2015, our company switched to the Integrated Competitive Supply Chain (ICSC) operating model, which coordinates and optimizes the production and supply chain capacities of the countries in a region, thus enhancing their competitiveness. In the new operating model, basic material procurement, production planning and production are coordinated at the regional level.

In 2014 and 2015, we commenced business relationships with 296 new suppliers within the scope of procurement, so at present 84% of our suppliers are based in Hungary.





THE STRATEGIC PILLARS AND VALUES **OF COCA-COLA HBC HUNGARY**

Our approach reflects who we are and how we behave.



Everything starts with our values. They are what make us different and motivate, inspire and energise us to help us reach our goals.

- Authenticity: we have deeply felt values, act with integrity and do what is right, not just easy
- Excellence: we strive to amaze, with passion and speed
- Learning: we listen and have a natural curiosity to learn ► Caring for our people: we believe in our people, invest in
- them and empower them
- Performing as one: we believe in the power of working together, contributing in every interaction
- Winning with customers: our customers are at the heart of everything we do



OUR PEOPLE

Our people play a fundamental role in the sustainable growth of our business. This is why we are committed to recruiting, developing and engaging talent and encouraging a high performance mindset across the business.







STRATEGIC FRAMEWORK

It all comes together in our strategic framework, driven by four strategic priorities: **v** community trust **v** consumer relevance **v** customer preference **v** cost leadership

COMMUNITY TRUST

Building trust within our communit

We believe that our business can only be as healthy and strong as the communities in which we operate. In the long run, healthy, sustainable businesses require thriving communities.

Trust is the foundation of our relationships with shareholders, customers, consumers, employees, institutions and business partners, and we build trust through responsible, sustainable management of our business. We have identified the environmental and social issues that are most material to our business, consulted with key stakeholders and developed ambitious strategies and commitments to create value for all stakeholders and minimise negative impacts.

CONSUMER RELEVANCE

Offering our consumers the right products for all occasions

For Coca Cola HBC Hungary, consumer relevance means meeting and exceeding consumer expectations by offering the right products, in the right packaging, through the right channels for the right occasion. These products must be consistently fresh, in premium condition, and be available cold when that is appropriate.

CUSTOMER PREFERENCE

Delivering the products and services our customers expect

Building successful relationships with our customers is fundamental to our success. We work hard to ensure our people are constantly focused on customer needs and satisfaction. We aim to exceed expectations in terms of delivery and execution to be the best supplier, and work as partners in creating value to achieve the best possible relations with clients.

COST LEADERSHIP

Focusing on a cost-efficiency mindset

Input costs and foreign exchange movements have had the biggest impact on our profits. We know we have little control over these drivers. Therefore, our focus remains on the areas that we can influence: optimisation of our



SUSTAINABILITY APPROACH

We've worked consistently to integrate sustainability into every aspect of our business.

Sustainability is indispensable parts of Coca-Cola HBC Hungary's culture. They guide our decision making and longterm investments to ensure we deliver lasting value.

Our business strategy is built on the fundamental principle of creating and sharing value with all of our stakeholders: consumers, customers, communities, employees and shareholders. This defines how we run our business, carry out our activities and develop our relationships.

MATERIAL ISSUES AND THE 4 Cs

MATERIAL ISSUES	COMMUNITY TRUST	CONSUMER RELEVANCE	CUSTOMER PREFERENCE	COST LEADERSHIP
ECONOMIC ISSUES				
Corporate Governance, Business Ethics & Anti-corruption	•		•	
Direct & indirect economic impact	•	•	•	•
Health & Nutrition	•	•	•	
Responsible marketing	•	•	•	
Product quality and integrity	•	•	•	
ENVIRONMENTAL ISSUES				
Carbon dioxide & Energy	•		•	•
Packaging Recycling & Waste Management	•		•	•
Sustainable Sourcing	•			•
Water stewardship	•	•		•
SOCIAL ISSUES				
Community Investment & Engagement	•			
Employee Well-being & Engagement	•	•	•	•
Human Rights & Diversity	•		•	

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We work with our stakeholders to identify the significant issues related to our business. Our sustainability commitments come from the linking of our material issues to our strategic priorities.

The three strategic objectives at the core of Coca-Cola HBC Hungary's sustainability approach are:

Promoting health & wellness Minimising our environmental impact Giving back to our communities.

ECONOMIC ISSUES

CORPORATE GOVERNANCE, BUSINESS ETHICS AND ANTI-CORRUPTION

DIRECT & INDIRECT ECONOMIC IMPACTS

HEALT & NUTRITION

RESPONSIBLE MARKETING

PRODUCT QUALITY & INTERGITY



CORPORATE GOVERNANCE, BUSINESS ETHICS AND ANTI-CORRUPTION

RESPONSIBLE GOVERNANCE

Coca-Cola HBC Hungary Ltd. is owned exclusively by Coca-Cola HBC AG, based in Switzerland. Our company operates as a limited liability company (Kft.), so it does not have a board of directors; its top executive is the general manager. Every area of business, including Finance, Human Resources, Legal, Public Affairs & Communication, Sales, Supply Chain and Trade Marketing is run by a functional manager who reports directly to the General Manager. Business Solution Services and Sustainability functions are run on regional level, so their local directors report to the concerned regional director.

No trade union operates at our company, so we do not have a collective bargaining agreement between the company and the employees, either. The Welfare Committee constitutes the formal link between management and the employees. Through the representatives elected by the workers, every function is represented in the Committee. This self-organizing body comments on the matters and the management decisions affecting the employees and gives employee feedback to management.

In labor safety matters, our employees are represented by the Labor Safety Committee, which is composed of representatives of the workers and operates according to the relevant regulations.

BUSINESS ETHICS

Our good reputation is extremely important for the continued success of our Company and Group. This is what makes our brands attractive to our consumers; this is why our customers are happy to do business with us; and this is why gifted people join our organization.

Our Code of Conduct regulates all forms of cooperation and communication with government organs and authorities. Our Company is politically independent, and not committed to any party, politician or representative. Consequently, we do not give either any direct or indirect material or in-kind support or contributions to any political party, representative or politician.

The basis of ethical conduct is constituted by compliance with the relevant Hungarian and international - primarily European Union - laws and regulations. Our legal department ensures full compliance with the Legal Manual and the Compliance Guiding Principles of the Hellenic Group.

No competition law procedure was instituted against the company in either 2014 or 2015, nor did we face any cases of suspected corruption; so in this context, we did not receive any fine, nor we did commit any breach of law or regulation, so no sanction whatsoever was brought against us.

ETHICAL WORKPLACE

Our Company set the goal to create a positive work environment in which everyone is treated with respect, where performance and progress are measured by the work done, where no one gains advantages through unethical conduct. This is guaranteed by the Code of Business Conduct and the Anti-corruption Handbook of our Group, which apply equally in every country of our Group.

In order for our employees to better understand and thus further strengthen the culture of transparency and ethical conduct, our Company created a new tradition in 2015 by organizing for the first time the Week of Ethics and Compliance in all 28 countries of our presence, including Hungary. As part of this event, we gave a printed Hungarian-language copy of our Code of Business Conduct and Anti-corruption Handbook to every colleague.

Each newly hired employee must attend a classroom or e-learning program on the Code of Business Conduct and Anti-corruption Handbook, which we repeat every two years. Employees with elevated exposure to the risk of corruption - our managers, colleagues in daily contact with buyer partners, suppliers, government agencies or authorities - attend compulsory anti-corruption training every two years.

In certain cases, our regulations require preliminary approval or reporting. Our Code of Business conduct approval portal launched in 2015 offers clear guidance to the colleagues with respect to approvals and reporting.

If our employees detect any case of a possible violation, they can report it confidentially, in person, by phone or online, with no fear of retaliation. We take seriously and investigate every report.





DIRECT & INDIRECT ECONOMIC IMPACTS

INVESTMENTS TO SATISFY CONSUMER DEMANDS

To increase our production capacity and efficiency, we completed several projects in 2014 and 2015.

MINERAL WATER EXPORTS STARTED

Following sparkling beverages and fruit juices, our company also launched the export of mineral waters in 2014. With an overall investment of 700 million HUF - of which 210 million was EU support - we expanded our mineral water bottling plant in Zalaszentgrót, and launched a new product, Bistra, aimed exclusively at the Croatian export market.

Annually, 6 million liters of Bistra mineral water will be produced for the Croatian market, as a result of which, the total volume of Hungarian mineral water production will almost double.

OUR COMPANY AMONG THE BEST HUNGARIAN SUPPLIERS

The opinion and the satisfaction of our buyer partners are important to us. To get to know them, the company GFK conducted customer satisfaction surveys with the involvement of our key accounts and independent shop partners for us in both 2014 and 2015.



In the key accounts survey, we were placed in the "Champions League" of Hungarian suppliers both years.

In 2015, we expanded the scope of the respondents and also assessed the satisfaction of our wholesale partners.

ROUTE TO MARKET – IN COOPERATION WITH THE WHOLESALERS

In accordance with our RTM (Route to Market) strategy, we classified our wholesale partners into two groups according to revenue and potential in 2015. For one of the groups, we continue to provide direct sales and logistics service, while we serve the other shops with the help of our wholesale partners.



HEALT & NUTRITION

HEALTH AND WELL-BEING

As a food company, we feel responsible for the health of our consumers, so we have made pledges to help our consumers adopt balanced and healthy eating habits and a lifestyle rich in physical exercise.

The primary aim of the Coca-Cola Wake Your Body program launched in 2005 is to promote regular physical exercise and an active, sporty lifestyle. The leisure activities offered by the program include events fit for big and small, young and old, families and singles.

THE PAST 10 YEARS IN FIGURES:

570 events

kilometers

3.3 millió



On the 10th anniversary of the program, Tibor Navracsics, European Commissioner for Education, Culture, Youth and Sport, sent the following letter of congratulations:

"In addition to personal health, sport promotes the understanding of each other, forms communities and sustains. As Commissioner of the European *Committee for Sport, it is one of my special goals to* call people's attention to the importance of sport and an active lifestyle. This goal is served also by the European Sport Week beginning today, which is meant to encourage citizens across Europe to engage in physical activity and sports. It fills me with great joy that, similarly to the Sport Week, the now ten-year-old Wake Your Body program also aims to encourage as many people as possible to engage in regular physical exercise, and to demonstrate that sport is a true social experience and a source of happiness."



RESPONSIBLE MARKETING



RESPONSIBLE ADVERTISING

In the spirit of responsible advertising, we do not engage in direct commercial activity in primary schools and voluntarily agreed not to place advertisements in media and time slots targeted at children.

CONSCIOUS CHOICE

Informing our consumers is paramount to us. Aided by strict internal processes, the labels of all our products include the information about their ingredients and nutrient content in compliance with the relevant statutory regulations in order to help our consumers make better choices.

Coca-Cola Hungary has joined the voluntary commitment system of the National Food Processors Association, which aims to promote the diverse and balanced eating habits of Hungarian consumers, as well as healthy and active lifestyles, thus contributing to the improvement of public health indicators.

In 2014 and in 2015, we received neither fine nor warning from the authorities for improper product marking. The sale of none of our products was banned or disputed, nor did we even receive any fine or warning from the authorities about our products.



WITH A NEW PORTFOLIO TOWARDS SUCCESS

In order to get closer to the consumer and thus gain a competitive edge, after long preparatory work and thorough market research, in the spring of 2015 we replaced our most important, best known and most popular 2-liter bottles with new 1.75-liter bottles, while our 2.5-liter bottles have been replaced by 2.25-liter ones.

We recommend every one of the new packaging forms on the basis of consumer research findings for various consumption occasions: the 1.25-liter packaging introduced back in 2014 is designed for our new consumers, the 1.75-liter beverages are meant to accompany family meals and the 2.25-liter bottle to quench the thirst of bigger parties.

At the end of 2015, a new product was added to our portfolio: we launched the production of the Cappy Great Start fruit drinks, which are fortified with vitamins.





WORKING FOR THE HIGHEST QUALITY

In the production and bottling of our products, we comply with and even try to exceed the relevant regulations, as well as buyer and owner requirements. We control each and every raw ingredient, production and logistics process, and finished product in compliance with the relevant Hungarian and European Union regulations and the strict requirements of the Coca-Cola Hellenic Group and the TCCC.

We meet all the official and food safety regulations in the production and distribution of our products alike, and only release safe products which comply with the highest quality expectations to our consumers.

In all our production units, including the Dunaharaszti factory and the Zalaszentgrót mineral water bottling plant, we have introduced and apply the most comprehensive food safety management system available in the market, the FSSC 22000, which contains the key requirements of most currently existing standards, including GMP, HACCP, SQF, BRC, IFS and GLOBALGAP.





CARBON DIOXIDE & ENERGY

PACKAGING RECYCLING & WASTE MANAGEMENT

WATER STEWARDSHIP

SUSTAINABLE SOURCES

ENVIRONMENTAL PROTECTION AND COST SAVINGS

Our ambitious sustainability goals not only serve the preservation of our environment and planet by reducing our environmental footprint, but they are also important pillars for our company's long-term sustainable growth.

INDUSTRY LEADERSHIP

We are proud to see our Group recognized – for the second time in a row – as best in the sector on both the European and Global Dow Jones Sustainability Index (DJSI). DJSI is the evaluation system classifying corporate sustainability, which is deemed the most authentic such endeavor worldwide today, thanks to its very strict evaluation procedures.

In order to maintain our leading role, the Coca-Cola Hellenic Group raised the bar a notch and set the objective of further reduction in water use and carbon-dioxide emissions by 2020.

Hungary is going to contribute to the performance of this recent commitment a great deal since we continue to reduce both water and energy use at our plants in Dunaharaszti and Zalaszentgrót on an ongoing basis.

We minimise our environmental impact in the whole value ch specific targets to:

Reduce our water and energy usage, and produced waste,





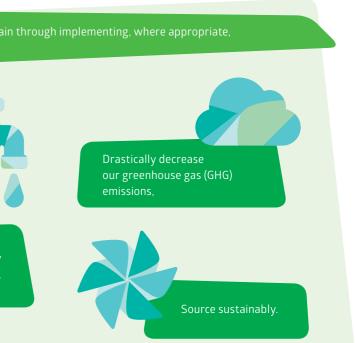
Improve packaging, increase recovery and recycling, decrease landfill waste,

The domestic subsidiary reduced the amount of water needed and the carbon-dioxide emissions associated with the manufacture one liter of finished product between 2010 and 2014 by 8 and 11 percent, respectively.

Naturally, we are not stopping here, since our water consumption will be further diminished to 1.88 l/liter of product produced by 2016, in other words by 7%, while our direct carbon-dioxide emissions will be reduced by an additional 13% to 48.95 g/liter of product produced. The recovery rate of waste generated in our factories and sites is permanently retained above 99%. The amount of waste which was not utilized in its material and was therefore sent to landfill sites, will be reduced continously, and as opposed to landfilling, heat recovery by incineration of waste is preferred.

WATER AND ENERGY SAVING PRACTICES

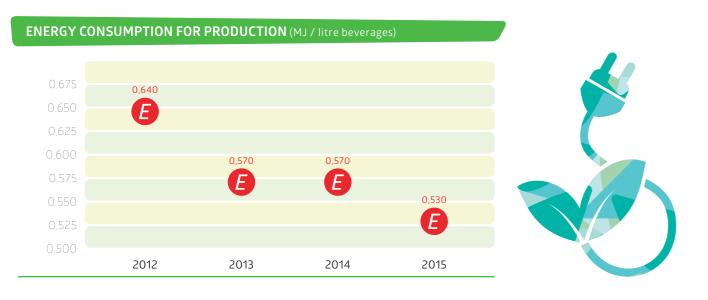
We minimize the environmental impact of our production, products services and packaging through ongoing developments and technological innovations – often as a result of employee initiatives. We see this activity as a process and we believe that we can achieve ever better results in this area. We managed to achieve material savings in 2014 and 2015 through the optimization of our processes in terms of our water and energy uses.





CARBON DIOXIDE & ENERGY

As a company committed to innovation and the environment, we strive for continuous decrease in energy consumption and carbon-dioxide emission.

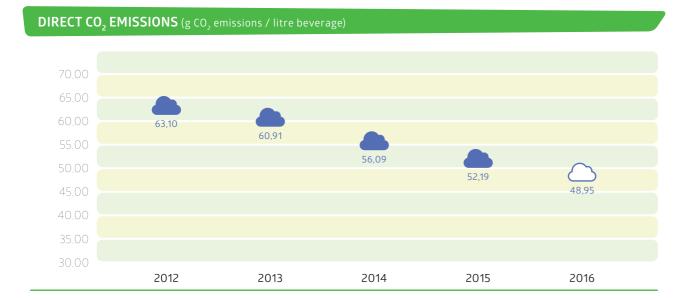


ICOOL: ENERGY EFFICIENT COOLER **GENERATION OF THE FUTURE**

Our carbon-dioxide emissions are mostly due to the coolers placed in the shops of our customer partners; therefore, we continue to work on their development and replacement with more state-of-the-art equipment. As a result of several years of development work, the energy efficient ICool family of coolers was created, and will be used to replace most models in the current cooler fleet starting spring 2015. The members of the ICool product family use up to 30% less electricity depending on the actual model, and operate at up to 4-decibel-lower noise levels, are made with a maintenancefree design, and can be repaired quickly.

MINERAL WATER PRODUCED WITH 100% GREEN ENERGY

The procurement of electricity is an especially important aspect of our commitment to the environment. For example, our Zala facility carries out operations via 100% renewable power sources. We also do business with eco-friendly partners, who are certified by the so-called "Guarantee of Origin" certificate, which is in compliance with guidelines for reducing greenhouse gases. Environmentally friendly electricity can be produced from green energy sources like hydro, wind or solar power plants.



PACKAGING RECYCLING & WASTE MANAGEMENT

WASTE HAS VALUE FOR US

Our Company is committed to reducing the amount of waste it produces by continuous development work and at the same time supporting the reuse of packaging materials. Lower raw material use results in the generation of less waste and lower environmental exposure, a top priority of our corporate social responsibility strategy of our company.

In order to meet the goals mentioned above, our Company conducted a number of development programs in 2014 and 2015.

Among others, we reduced the weight of the 0.5 liter Nestea bottles as well as the thickness of the shrink foil used to package our aseptic and canned products, while for canned products, a lightened lid was introduced.

In order to reduce the raw material used, we also apply reused raw materials in the bottles of our products at a rate which is growing from year to year: from 2014 - depending on the product in question - by 10 to 30%.

RECPET RATIO



PLANT-BASED BOTTLES - NATURAQUA PLANT BOTTLE

Since the spring of 2015, we have been using an innovative food packaging solution of The Coca-Cola Company, the Plant Bottle Technology[™]. This environmentally friendly packaging material can be made from up to 25% of plant material and be 100% recycled, thus reducing our ecological footprint.





WATER STEWARDSHIP

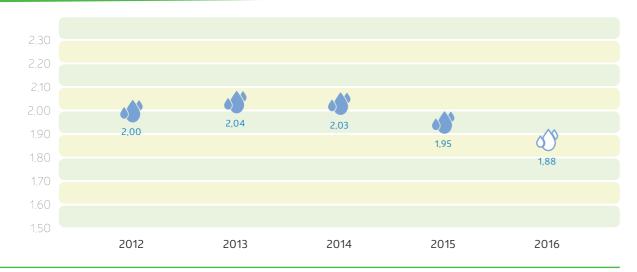
As one of the largest beverage producing companies, we have the duty to model exemplary conduct in the responsible use of water, this critical resource.

GOLD MEDAL TO OUR ZALASZENTGRÓT BOTTLING PLANT

Our NaturAqua mineral water bottling plant in Zalaszentgrót also received high-level recognition for its outstanding sustainable water management practices: in November 2014 it was awarded the Gold Medal for European Water Stewardship (EWS) for its sustainable water management practices..



WATER CONSUMPTION (litre water / litre beverages)



NATURE CONSERVATION

As a responsible, environmentally sound company, we see the preservation of our natural treasures and protected values as a priority.

A part of our mineral water bottling plant in Zalaszentgrót is covered by international nature conservation as a Natura 2000 site, which provides shelter to a number of protected plant and animal species. They include snake's head fritillary (Fritillaria meleagris), Siberian iris (Iris sibirica), brook thistle (Cirsium rivulare), false (white) helleborine, as well as the praying mantis (Mantis religiosa), a kind of Capricorn beetles (Theophilea subcylindricollis), and the southern festoon (Zerynthia polyxena) and European peacock (Aglais io) butterflies.

In 2015, we assessed the quality of the protected areas near the Zalaszentgrót plant and the environmental exposures influencing their conditions. Environmentally friendly productive uses were also determined.

SUSTAINABLE SOURCES

ETHICAL PROCUREMENT

Finding those partners and suppliers who operate in an ethical and transparent manner, and cooperating with them, are integral parts of our ethical operation.

To this end, we require our business partners and suppliers to learn and accept our Code of Business Conduct, our Anticorruption Policy and Compliance Manual, as well as the terms that constitute material parts of our contracts.

In compliance with our internal procedures, from the first quarter of 2014, our new suppliers those companies that become our business partners after a selection procedure - can only do actual business with us after they have signed off on our Supplier Guiding Principles. With the acceptance of our guiding principles, our partners also declare that it meets our requirements in terms of compliance with the quality and environmental protection standards and labor law norms which also comprise the prohibition of child and forced labor and the respect of human rights.

In accordance with our efforts toward transparency, we have also published the relevant regulations on our website.



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SOCIAL ISSUES

COMMUNITY INVESTMENT & ENGAGEMENT EMPLOYEE WELL-BEING & ENGAGEMENT

HUMAN RIGHTS & DIVERSITY

COMMUNITY INVESTMENT & ENGAGEMENT

We're giving back to our communities by:

- Creating a positive socio-economic impact where we do business
- Supporting community water and environment stewardship programmes (for example in cooperation with WWF)
- Partnering with international aid organisations to provide emergency relief in our geographies.

COMPANY VOLUNTEER PROGRAM

We are committed to our communities and are aware that we can only be successful together with them. Coca-Cola HBC Hungary has been operating a volunteer program since 2008, in the framework of which, our employees volunteer with communities and institutions in need. Besides our colleagues, civil organizations, agencies and partner companies, the members of the beneficiary local communities also take part in the volunteer activities.

In 2014 and in 2015, we implemented three company volunteer days. On these days, altogether 270 employees took part in the renovation work of the Kismaros camp of the Pest County Child and Youth Foundation, and helped spruce up the courtyards of the Children's Home and Integrated Special Education Methodology Institution in Pilis and the Hajós Alfréd Sport School in Gödöllő.

OUR COMMON TREASURE, THE DANUBE

A strategic pillar of our CSR initiative is environmental protection, including our special focus on responsible water use and sustainable water stewardship, including the protection of wetland habitat areas.

In 2015, we put our Danube-related programs onto new foundations. We launched a pilot project in the Danube Bend, measuring water quality during the open air pool season in the Szentendre, Dunabogdány, Kisoroszi, Leányfalu, Pócsmegyer, Szigetmonostor and Tahitófalu baths and publishing the results.

The aim of the project was to support leisure programs and sports on the Danube and the revival of river bathing in several Danube Bend localities. Through these programs related to the Danube, people may rediscover and come to love the river, and as a result, they will hopefully pay more attention to its protection as well.

With our support, our civil strategic partner WWF Hungary organized the central event of the Big Jump in Dunabogdány, Hungary. Thousands of people simultaneously jumped into the rivers of Europe on July 12 2015, at 3 p.m. in the international event highlighting the importance of our rivers.



IN PARTNERSHIP WITH AID ORGANIZATIONS

As a responsible company, we find it important to help people and communities in distress.

In December 2014, we organized a charitable Christmas food collection drive in cooperation with our strategic partner, the Hungarian Red Cross, and key buyer partner, TESCO Hungary; the collected durable foods were donated to families in need.

In the summer of 2015, our company donated 130,000 bottles of mineral water to the Hungarian Red Cross, the Hungarian Food Bank Association and the Baptist Charity Service; the majority was used as gifts during the heat alert, in blood drives, in charitable street service and in the transit zones of the capital.

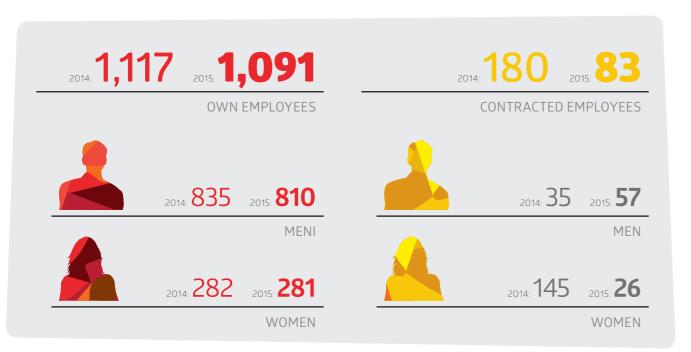




EMPLOYEE WELL-BEING & ENGAGEMENT

We create an ethical, safe and friendly work environment for our colleagues; we are committed to their development; we provide space for their personal and professional growth. These are the key to the excellent ongoing performance of our people.

We, the people of Coca-Cola HBC Hungary, are the prime movers of its sustainable growth.



Every year we employ on contract seven or eight sales representatives and four to six telemarketer for the summer season, that is from April or May till August or September.

CONTINUOUS DEVELOPMENT

We believe in our employees and give them the opportunity to constantly develop and expand their skills and abilities.





currently active managers
in the Fast Forward II
development program

HEALTH AND WELL-BEING

The health and well-being of our employees are of utmost importance to us, as they are the key to the continuous excellent performance of our employees.



We provide full health checkups annually for every employee free of charge in 2014 440 collagues and in 2015 a total of 369 colleagues availed themselves of this opportunity.

Our Company has been operating the Coca-Cola Wake Your Body program as a leisure activity for eleven years. Naturally, this program is designed not only to address our consumers; it is not only them whom we want to involve and familiarize with an active and healthy lifestyle, but also our employees.

We provide for our employees weekly free sport trainings in the gym of our Dunaharaszti headquarters and also organize several internal sport competitions for them.



Those colleagues who work in the market - sales representatives, market and business developers - receive free mineral water in the summer period from June till September to ensure their proper hydration.

SAFE WORK ENVIRONMENT

Both our Dunaharaszti and Zalaszentgrót bottling plants, as well as our other country plants, hold OHSAS 18001 Occupational Health and Safety Management Systems certificates, audited annually by independent external auditors.

We continuously expand the labour, fire and accident safety knowledge of our employees, collect information from them about "near miss" accidents and reports about deficient safety conditions, and integrate the remedial actions taken on such reports and the regular internal and external audits into our everyday operations. Thanks to these actions, less work accident happen at our company year by year.

WORK SAFETY ACCIDENTS				
	2012	2013	2014	2015
Lost time accidents	3	5	5	5
Work accidents without lost time	34	16	15	14

In addition, as in all countries of the Hellenic Group, we also organize the annual Health& Week at the end of October, including presentations, trainings, information sessions and intensive internal communication campaigns linked to the topic of the week.



In 2014 277, in 2015 298 colleagues attended labor and fire safety training, while in 2014 20 colleagues and in 2015 17 colleagues attended first aid training.



HUMAN RIGHTS & DIVERSITY

VERSATILE WORKPLACE, EQUAL OPPORTUNITIES

Our Company tolerates no form of discrimination whatsoever, especially not by gender, age, political or religious persuasion, disability, sexual identity, race or minority affiliation. This is guaranteed by our Equal Opportunity and Human Rights Policy.

We always treat our employees fairly, in compliance with the laws and regulations; consequently, our company faced no labor suits in 2014 or in 2015.

CATCHING UP FORUM INITIATIVE FOR SOCIALLY DISADVANTAGED GROUPS

We strive for openness, partnership and mutual respect in our communities in a broader sense, everywhere we work, live and sell our products.

Coca-Cola HBC Hungary has joined the Government's Catching Up Forum initiative to encourage large companies to employ socially disadvantaged people, such as Roma and people with changed working abilities, people with disabilities, and women.







SUSTAINABILITY REPORT - 2014 / 2015 SOCIAL ISSUES

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