

Coca-Cola Sponsorship Strategy

Coca-Cola Hungary is committed to implementing its sponsorship strategy in full conformity with its corporate social responsibility (CSR) strategy. Our goal is to provide support and sponsorship for programs and events that are related to **active, healthy lifestyle** and **environmental protection**, and to reach the widest possible public. Every year, we receive hundreds of applications; therefore we ask you to submit your request only if your sponsorship proposal clearly fits any of the above-mentioned topics and meets all other criteria as well. The applications received will be judged according to the following sponsorship guidelines.

What we support:

- Events and initiatives related to active, healthy lifestyle (leisure sports).
- Environmental protection-related programs (selective waste collection, waste recycling, water management and climate protection).

What we DO NOT support:

- **Political and religious activities.** Our company maintains a consistently independent and neutral political position and an attitude of equal respect for all religions. Accordingly, Coca-Cola Hungary does not prefer any political party, religion or religious denomination over others.
- **Professional sports** (either team or individual ones) and **technical sports.** We provide sponsorship for these two areas on a global level (Olympic Games, Football World Cup, etc.). On local level, leisure sports are given special attention.
- **Requests from private individuals.** Our goal is to ensure that our sponsorships and donations can reach the broadest possible range of those in need. Therefore, we cooperate with, and sponsor non-governmental organizations that are committed to channeling our resources in an effective manner.
- **Events targeting children under age of 12.** We have undertaken, both in Europe and Hungary, not to advertise to children under the age of 12. We respect the primacy of parental choice and the independence of education.

If you think that your request meets the criteria above, send your written application to the following e-mail address:

coca-cola.tamogatas@cchellenic.com

Requirements as to the form and content of applications:

- An application should not exceed **one A4 page**.
- **The summary section should contain:**
 - the purpose of the event/initiative,
 - information as to how it fits to our company's CSR strategy,
 - an event description in brief,
 - the expected number of participants,
 - form and amount of sponsorship*,
 - any other relevant information.

* For tax reasons, only public benefit organizations are allowed to apply for product sponsorship; therefore, we ask you to attach a copy of the certificate of public benefit to your application issued not more than 30 days before.

The CSR Committee of our company will decide on all written requests received on a monthly basis. Accordingly, you will get a response to your request within appr. 1 month. All applications will be answered in writing. Thank you for your patience.