



# HALF YEAR 2023 RESULTS

9 AUGUST 2023





# H1 2023 HIGHLIGHTS

**ZORAN  
BOGDANOVIC**  
**CHIEF  
EXECUTIVE  
OFFICER**



# Delivering today Investing for tomorrow

- ◆ Focused execution, led by RGM<sup>1</sup> capabilities, delivered **strong organic revenue and EBIT growth**
- ◆ Robust volume and market share performance in our priority categories
- ◆ Our **teams** were flexible, handling a range of challenges and opportunities well
- ◆ **Sustainability embedded** in our strategic approach
- ◆ Continued to invest behind our **strategic priorities**



1. Revenue growth management

# Strong financial performance

## Organic growth

**+17.8%** revenue growth

-1.0% volume growth

## Comparable EBIT

**€560.7 million**

**+17.7%** organic growth

## Margins and EPS

**11.2%** comparable EBIT margin

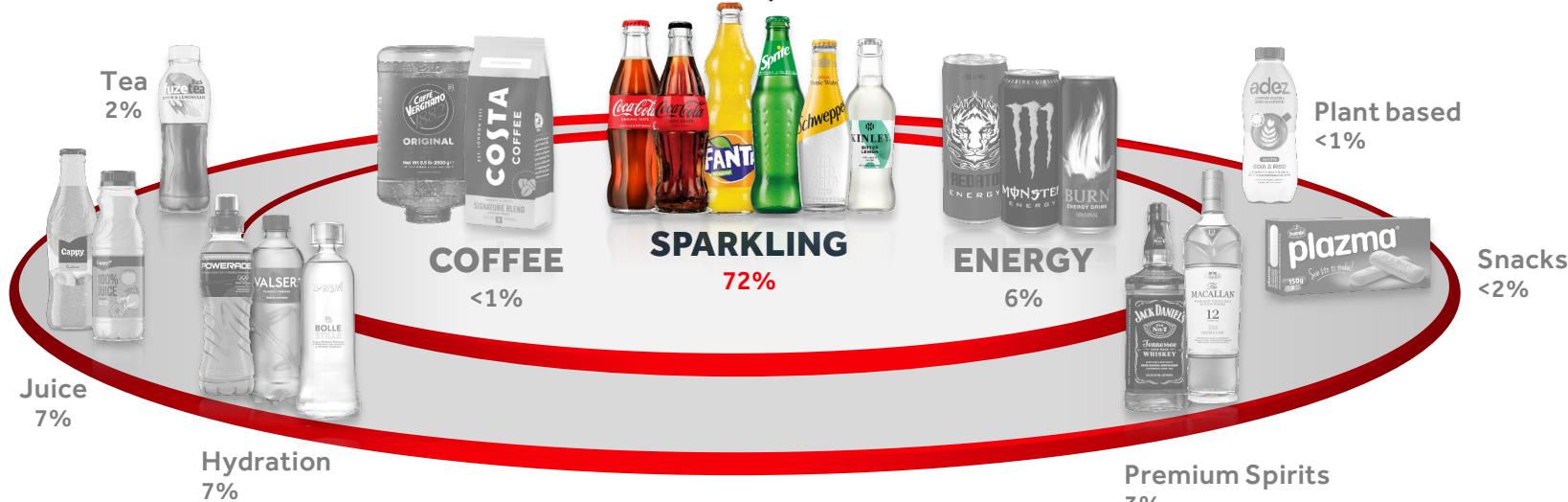
**+22.3%** comparable EPS growth

Financial indicators on a comparable basis exclude the recognition of restructuring costs, unrealised commodity hedging results and non-recurring items.  
Organic financial indicators exclude the impact from foreign currency translation and consolidation perimeter, i.e. acquisitions, divestments and reorganisations resulting in equity method accounting. Certain differences in calculations are due to rounding.

# Category growth : Sparkling

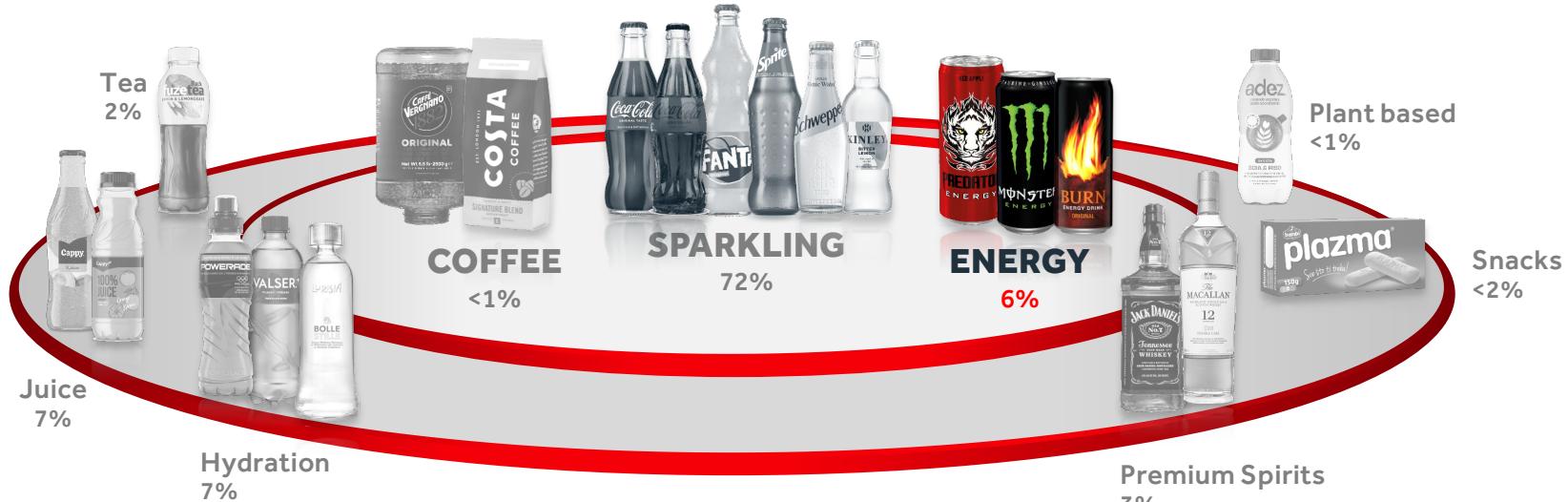
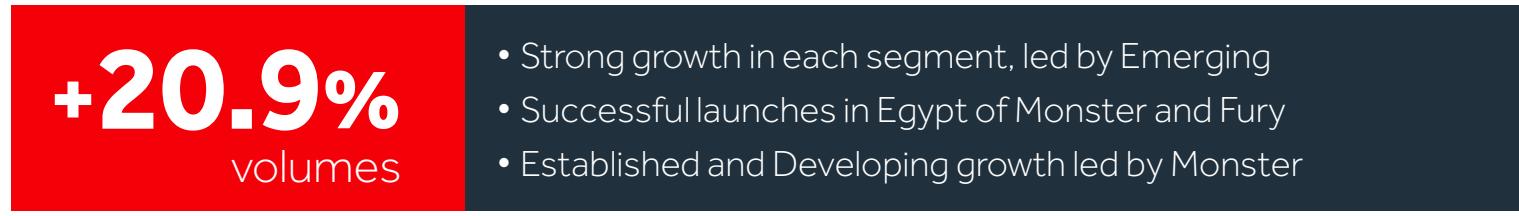
**+1.6%**  
volumes

- Volume growth in all three segments
- Coke Zero volume up high-single digits in Established & mid-single digits in Developing
- Fanta benefitting from fourth 'What the Fanta?' campaign
- Adult Sparkling double-digit revenue growth in Established markets



All percentages are of Group revenues FY 2022

# Category growth : Energy

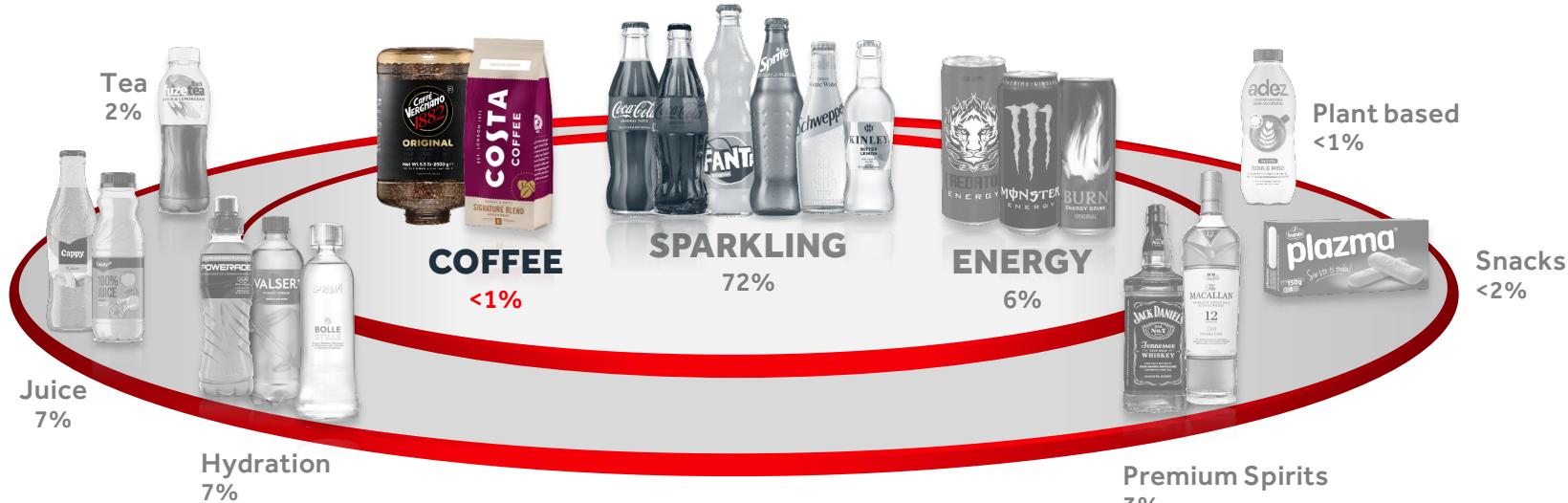


All percentages are of Group revenues FY 2022

# Category growth : Coffee

**+21.9%**  
volumes

- Particularly strong growth in Established and Developing
- Scaling and investing in mass premium and super premium
- 10,200 outlets at end of H1 – up from 8,000 at year end 2022

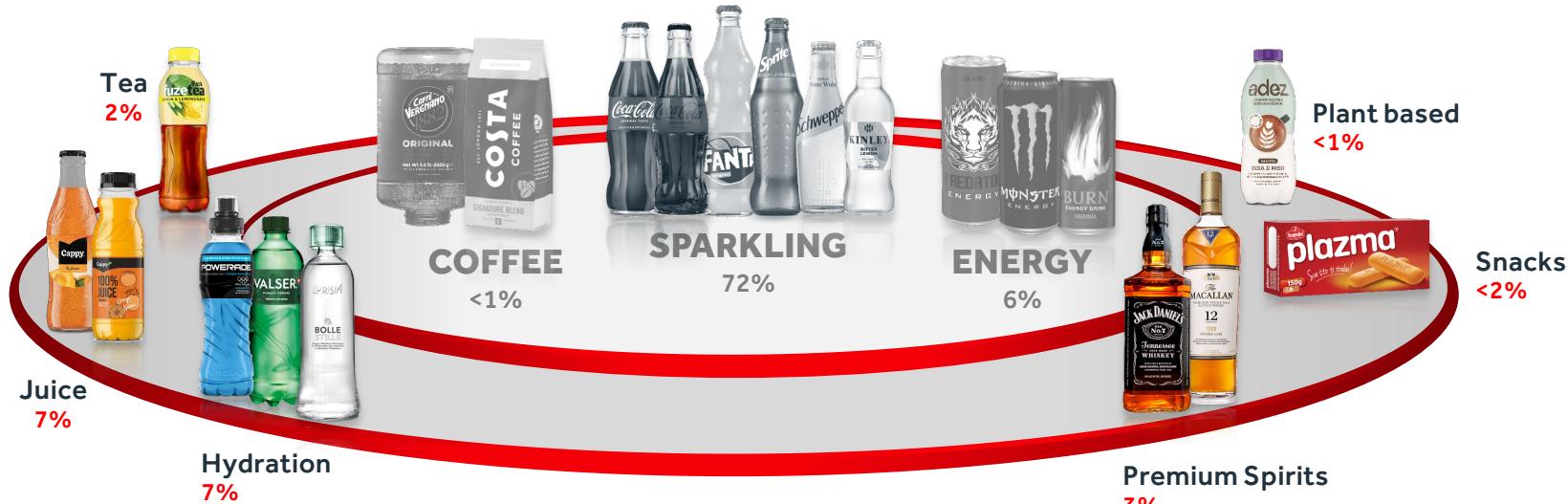


All percentages are of Group revenues FY 2022

# Category growth : Stills and other

**-11.2%**  
volumes

- Water volumes down 14% as we focused on most profitable growth
- Sports Drinks volumes up high-single digits in Established & mid-single digits in Developing
- Juice volume decline in Developing and Emerging
- Premium Spirits volumes strongly ahead



All percentages are of Group revenues FY 2022

# Focused on delivering our sustainability goals

Investing strategically in sustainable packaging and reducing emissions

MSCI  
ESG RATINGS



CCC | B | BB | BBB | A | AA | AAA

## EXPANDED RANGE AND CAPACITY OF REUSABLE PACKAGING

Installed RGB<sup>1</sup> line in Austria for a new **resealable** 400ml bottle and current 1 litre universal bottle



1. RGB - Returnable Glass Bottle



## INCREASING PERCENTAGE OF ENERGY-EFFICIENT COOLERS

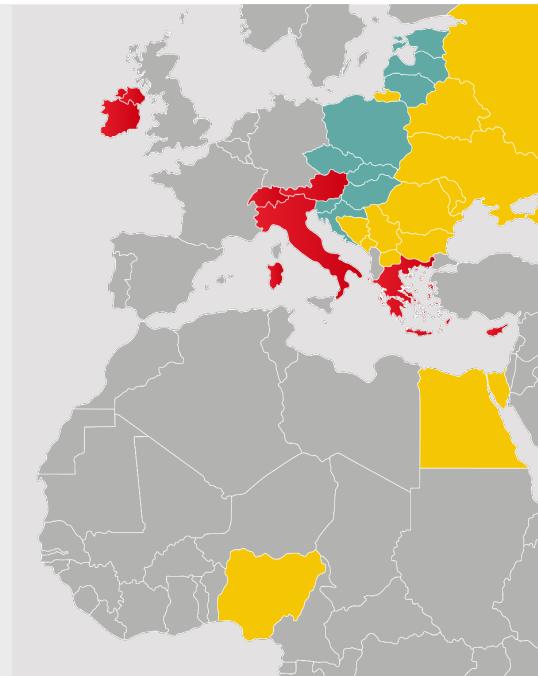
Exceeded our 50% target by 2025

\$137.7m Greycroft Coca-Cola Sustainability fund partner

# Balanced performance across our three segments

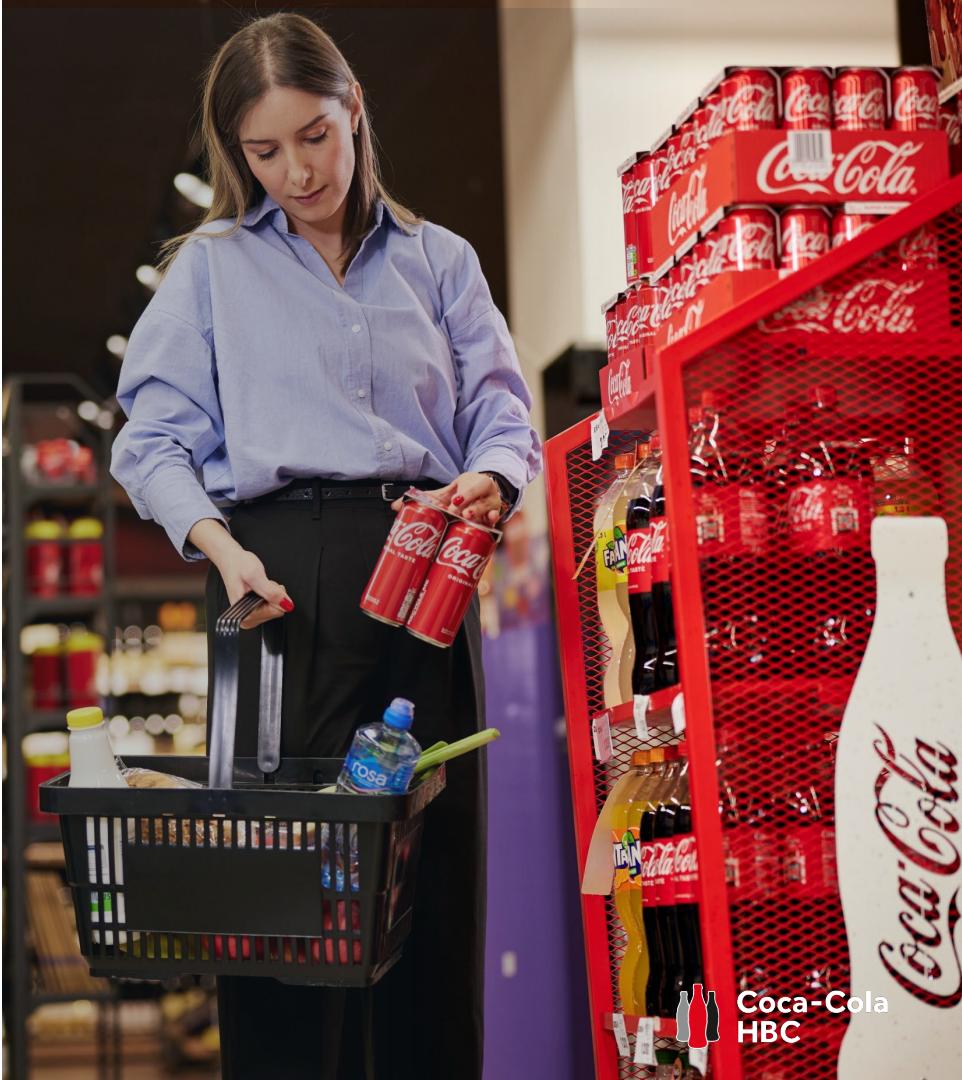
## Strong organic growth

	REVENUE	EBIT
Established	+16.9%	+20.8%
Developing	+23.6%	+27.2%
Emerging	+16.0%	+13.9%



# Winning in a mixed market environment

- 01 NARTD<sup>1</sup> and Sparkling industry revenues growing
- 02 Delivered market share gains in NARTD in H1 2023
- 03 Achieved positive results despite some weaker macroeconomic conditions
- 04 Applying our well-developed RGM<sup>2</sup> capabilities to address affordability and premiumisation



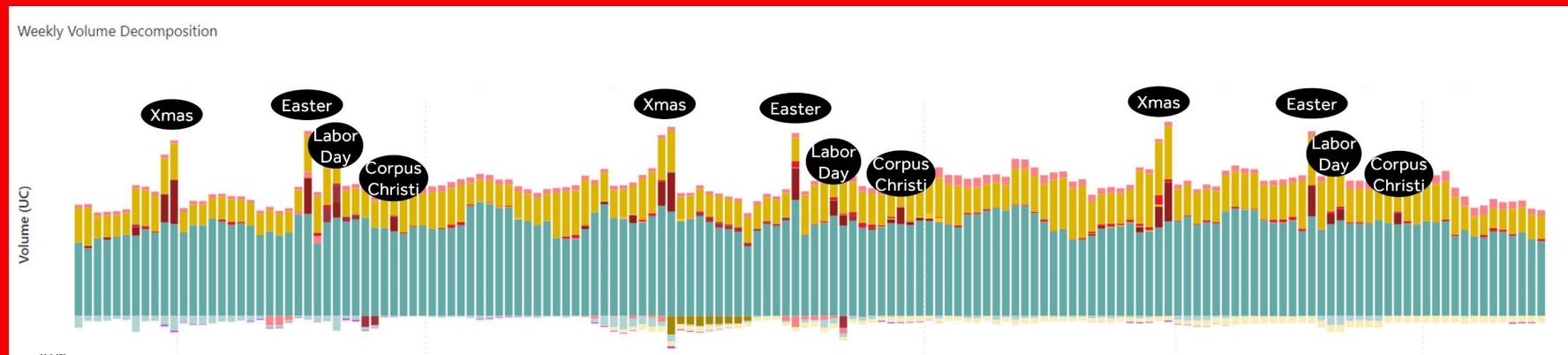
1. NARTD – Non-alcoholic ready-to-drink

2. Revenue growth management

# Data Insights and Analytics

## driving profitable promotion management

Algorithms determine profitability of every event providing insights that guide our promotional strategy



**WHEN**  
to promote  
(e.g., time of the year,  
week, season, etc.)

**HOW OFTEN**  
to promote  
(frequency)

**HOW MUCH**  
to promote  
(e.g., optimal depth of  
discount)

**HOW**  
to promote  
(e.g., price off,  
multipack, multibuy)

# Finlandia vodka acquisition – a unique opportunity



Acquisition will bring **distribution expansion** opportunities, a **strengthened HoReCa offering**, and improved **mixability** with our NARTD portfolio, to drive **profitable revenue growth**



# INVESTOR DAY ROME



**The team you will meet today**

Coca-Cola HBC presenters

Anastassis G. David Chairman	Zoran Bogdanovic Chief Executive Officer
Ben Almanzar Chief Financial Officer	Naya Kalogeraki Chief Operating Officer
Ivo Bjelis Supply Chain	Mourad Ajarti Digital & Technology
Vitaliy Novikov Digital Commerce	Ruchika Sachdeva Data Insights & Analytics
Kristina Djordjevic Asia Pacific	Katya Ryabets Head of Sales
Frank O'Donnell General Manager Italy	Prodromos Nikolaidis Coffee

The Coca-Cola Company guests

Manolo Arroyo Chief Marketing Officer
Nikos Koumentis President of Europe

**02 Sustainable and profitable growth: introduction**

We operate in very attractive growth categories

**Non-Alcoholic Ready to Drink NARTD**

€68bn market value in 2022

4-6% CAGR 2024-28

**Coffee**

€32bn market value in 2022

4-5% CAGR 2024-28

**02 Sustainable and profitable growth: conclusions**

Pillars of our growth strategy are unchanged and have been key to our success

- Leverage our unique 24/7 portfolio**
- Win in the marketplace**
- Fuel growth through competitiveness and investment**
- Cultivate the potential of our people**
- Earn our license to operate**

**Prioritising our best opportunities**

- Offer the best 24/7 beverage portfolio on the planet, together with The Coca-Cola Company and other partners

**Adding value to customers and gaining share**

- Build unrivalled teams of true partners for our customers, executing with excellence in every channel for prioritised drinking moments
- Fast-forward critical capabilities for growth

**Investments driving strong returns**

- Transform, innovate and digitise our business to ensure that we are fit for the future
- Improve productivity and drive efficiencies

**Agile learning organisation**

- Invest in building the best teams in the industry
- Develop an inclusive growth culture around our empowered people

**Commitments and progress**

- Be an environmental leader, engage our communities behind water and waste initiatives, and empower youth, together with our partners
- Committed to delivering NetZeroby40

31 Coca-Cola HBC Investor Day Rome May 2023

# MID-TERM OUTLOOK

**Organic revenue**

growth

**+6-7%**

on average p.a.

**Organic EBIT margin**

growth

**+20-40bps**

on average p.a.

• Growing **Free Cash Flow** to support capital allocation priorities

• Continued focus on **ROIC** expansion

• **CAPEX** 6.5-7.5% of revenue

# FINANCIAL REVIEW

**BEN  
ALMANZAR**  
**CHIEF  
FINANCIAL  
OFFICER**



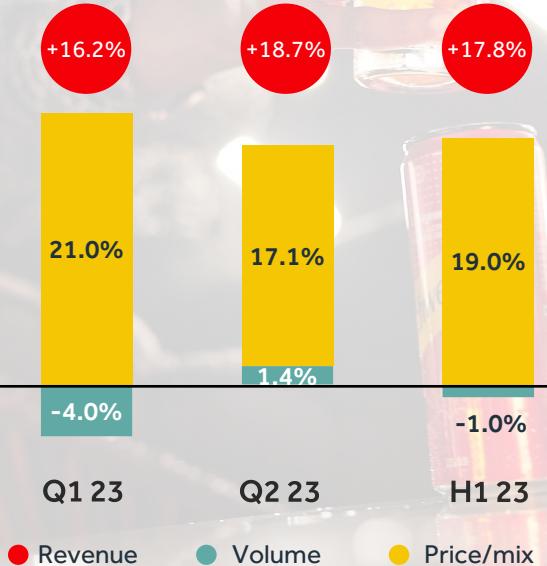
Coca-Cola  
HBC

# Consistent top-line growth

Driven by our strategic priorities

- Organic revenue up 17.8%, and organic revenue per case increased 19.0%
- Pricing the largest contributor to NSR/case expansion followed by package & category mix
- Our strategic priorities best performing categories

## Organic growth



For details on APMs refer to 'Alternative Performance Measures' and 'Definitions and reconciliations of APMs' sections of our H1 2023 Press Release

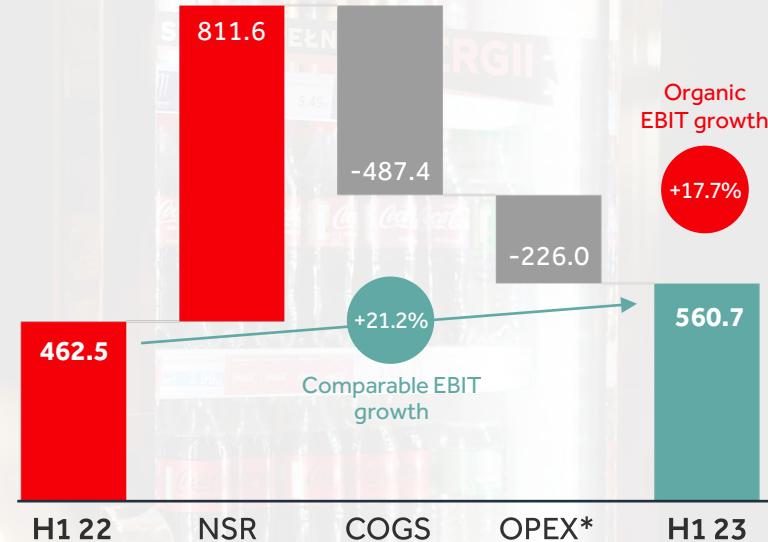
# Organic EBIT up 17.7%

Supported by Q2 performance

- Record H1 EBIT delivery of €560.7m
- Gross profit up 22.6% despite 13.1% COGS per case inflation
- Strong top-line leverage & effective hedging strategy, which offset increased cost pressures & operating expenses

## Comparable EBIT bridge

€m



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\* Includes share of results of Integral equity method investments

# Established markets

Top-line driven margins improvement

- Good volume growth in Sparkling, Energy & Coffee
  - Strong performance of Coke Zero and Energy in Ireland
  - Benefitted from earlier activations for the summer season in Greece
- Price/mix led by pricing, and positive package and category mix
- Single-serve mix +380bps, benefitting from out-of-home activations and growth in premium glass
- EBIT margins +30bps led by price and mix, offsetting cost pressures

All metrics on organic basis, unless otherwise stated

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# Developing markets

Strong price/mix growth across markets

- Volume growth in Sparkling, Energy & Coffee, offset by decline in Stills
  - Positive momentum continued in Poland, with share gains and growth in low/no sugar variants
- Price/mix driven by pricing actions in all markets, positive package and category mix
- Successful launch of Jack Daniel's & Coca-Cola in Poland and Hungary
- EBIT margins +20bps led by price and mix, offsetting cost pressures



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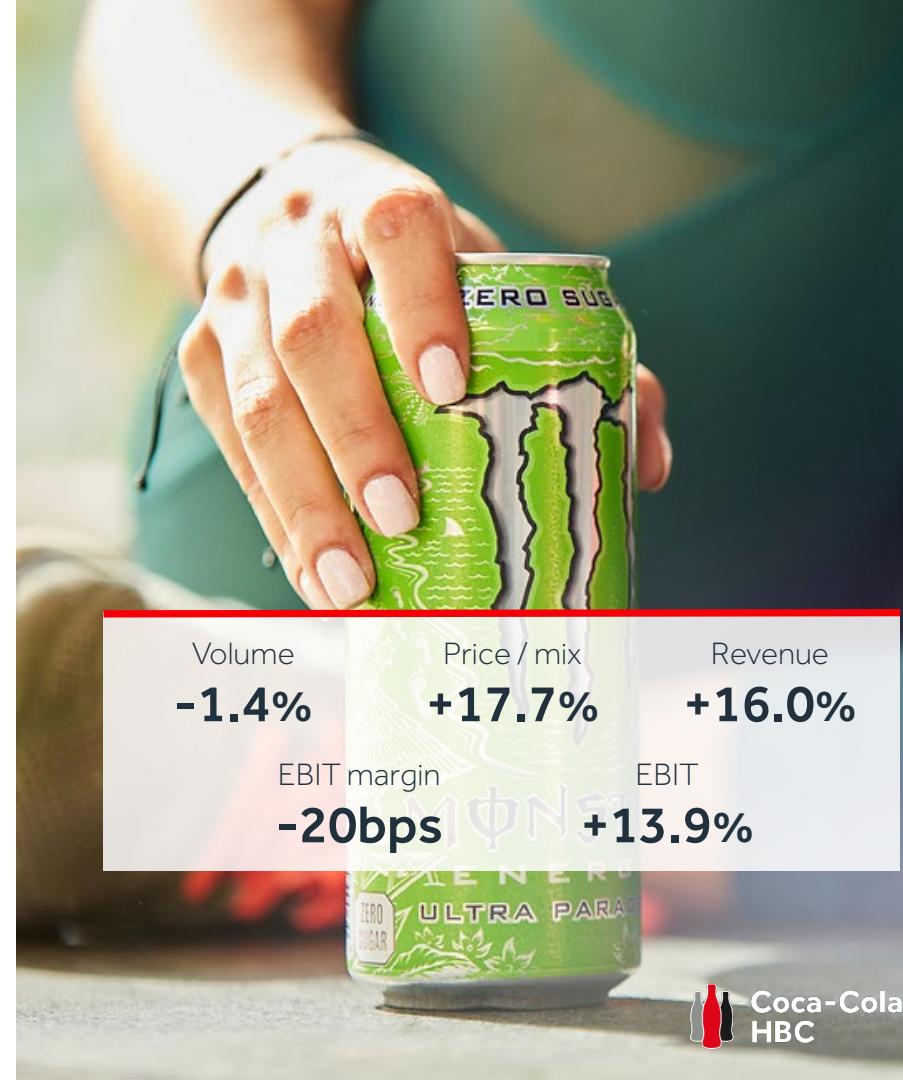
# Emerging markets

Resilient performance despite headwinds

- Volume growth in Sparkling and strong momentum in Energy, offset by decline in Stills
  - Nigeria Q2 volumes back to growth
  - Strong performance in Serbia and Bulgaria driven by Sparkling
- Strong price/mix development to help offset inflation and FX weakness
- Expansion of Energy portfolio in Egypt
- EBIT margins -20bps, impacted by transactional FX headwinds

All metrics on organic basis, unless otherwise stated

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# EPS growth of 22.3%

- Finance costs decreased €11.3 million due to higher finance income
- Comparable tax rate of 27%
- Capex 4.8% of revenue; we expect to be within our range of 6.5% to 7.5% in FY23
- Free Cash Flow was €76.3m lower due to adverse WC and increased Capex spending

## Updated guidance

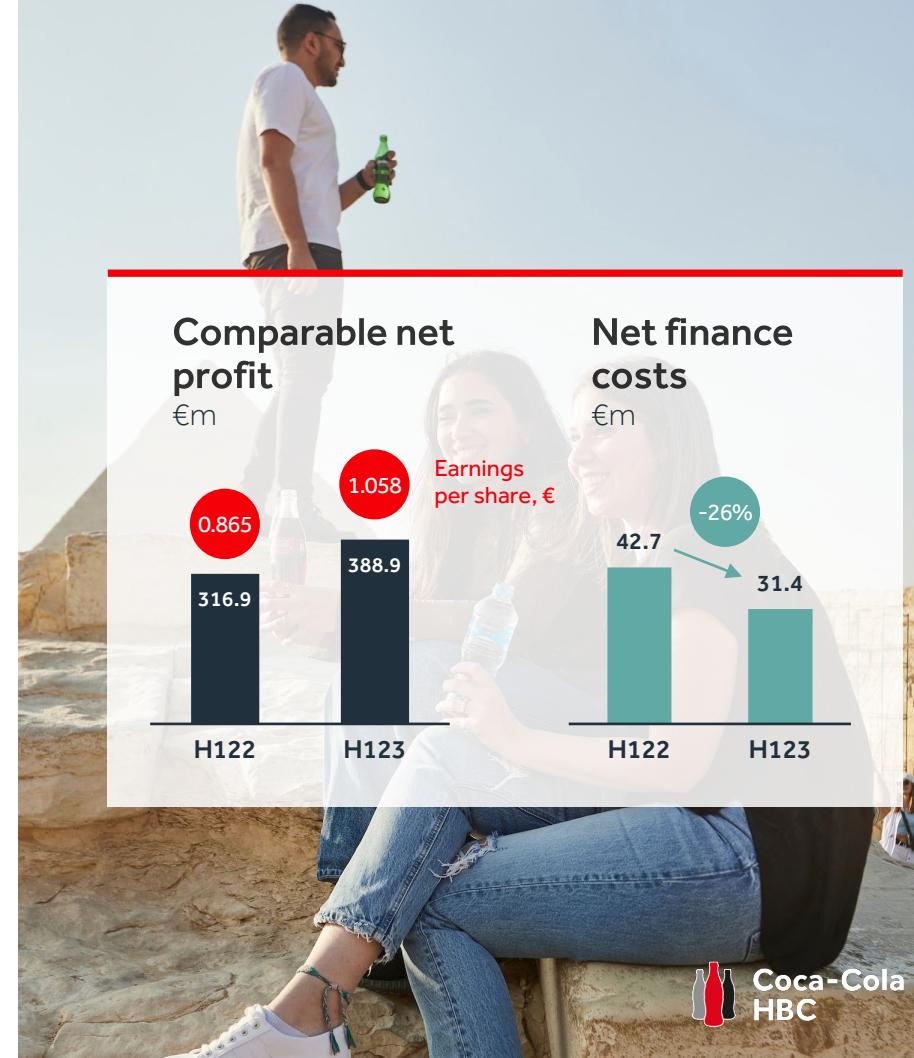
### Net finance costs

**FY23:** €65 to 75 million

### Comparable tax rate

**FY23:** upper end of 25%-27%

For details on APMs refer to 'Alternative Performance Measures' and 'Definitions and reconciliations of APMs' sections of our H1 2023 Press Release



# Strong balance sheet

- Balance sheet continues to provide firepower and flexibility to invest organically or through M&A
- Dividend of €290m paid in June, 46% pay-out ratio
- Finlandia acquisition expected to be completed in Q4 2023
- Net debt/EBITDA expected to be in the lower end of 1.5-2.0x target range by end of 2023

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# OUTLOOK 2023

Mid-teens  
organic  
revenue growth

Organic EBIT growth  
in the range  
**+9% to +12%**

High-single digit  
COGS per case increase



# Q&A

For further information on Coca-Cola HBC please visit our website at:  
[www.coca-colahellenic.com](http://www.coca-colahellenic.com)

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# Forward-looking statement

This document contains forward-looking statements that involve risks and uncertainties. These statements may generally, but not always, be identified by the use of words such as "believe", "outlook", "guidance", "intend", "expect", "anticipate", "plan", "target" and similar expressions to identify forward-looking statements. All statements other than statements of historical facts, including, among others, statements regarding our future financial position and results, our outlook for 2023 and future years, business strategy and the effects of the global economic slowdown, the impact of the sovereign debt crisis, currency volatility, our recent acquisitions, and restructuring initiatives on our business and financial condition, our future dealings with The Coca-Cola Company, budgets, projected levels of consumption and production, projected raw material and other costs, estimates of capital expenditure, free cash flow, effective tax rates and plans and objectives of management for future operations, are forward-looking statements. By their nature, forward-looking statements involve risk and uncertainty because they reflect our current expectations and assumptions as to future events and circumstances that may not prove accurate. Our actual results and events could differ materially from those anticipated in the forward-looking statements for many reasons, including the risks described in the 2022 Integrated Annual Report for Coca-Cola HBC AG and its subsidiaries.

Although we believe that, as of the date of this document, the expectations reflected in the forward-looking statements are reasonable, we cannot assure you that our future results, level of activity, performance or achievements will meet these expectations. Moreover, neither we, nor our directors, employees, advisors nor any other person assumes responsibility for the accuracy and completeness of the forward-looking statements. After the date of the condensed consolidated interim financial statements included in this document, unless we are required by law or the rules of the UK Financial Conduct Authority to update these forward-looking statements, we will not necessarily update any of these forward-looking statements to conform them either to actual results or to changes in our expectations.