

#### **Forward looking statements**



This document contains statements, estimates or projections that constitute "forward-looking statements" concerning the financial condition, performance, results, strategy and objectives of Coca-Cola Europacific Partners plc and its subsidiaries, including Coca-Cola Amatil Limited and its subsidiaries (together "CCL", and CCL with Coca-Cola Europacific Partners plc and its subsidiaries together "CCEP" or the "Group"). Generally, the words "believe," "expect," "intend," "estimate," "anticipate," "project," "plan," "seek," "may," "could," "would," "might," "will," "forecast," "outlook," "guidance," "possible," "potential," "predict," "objective" and similar expressions identify forward-looking statements, which generally are not historical in nature.

Forward-looking statements are subject to certain risks that could cause actual results to differ materially from CCEP's historical experience and present expectations or projections, including with respect to the acquisition of CCL (the "Acquisition"). As a result, undue reliance should not be placed on forward-looking statements, which speak only as of the date on which they are made. These risks include but are not limited to:

1. those set forth in the "Risk Factors" section of CCEP's 2020 Annual Report on Form 20-F filed with the SEC on 12 March 2021, including the statements under the following headings: Business continuity and resilience (such as the adverse impact that the COVID-19 pandemic and related government restrictions and social distancing measures implemented in many of our markets, and any associated economic downturn, may have on our financial results, operations, workforce and demand for our products); Packaging (such as refillables and recycled plastics); Cyber and social engineering attacks and IT infrastructure; Economic and political conditions (such as the UK's exit from the EU, the EU-UK Trade and Cooperation Agreement, and uncertainty about the future relationship between the UK and EU); Market (such as disruption due to customer negotiations, customer consolidation and route to market); Legal, regulatory and tax (such as the development of regulations regarding packaging, taxes and deposit return schemes); Climate change and water (such as net zero emission legislation and resource scarcity); Perceived health impact of our beverages and ingredients, and changing consumer buying trends (such as sugar alternatives and other ingredients); Competitiveness, business transformation and integration; People and wellbeing; Relationship with TCCC and other franchisors; Product quality; and Other risks;

2. those set forth in the "Business and Sustainability Risks" section of CCL's 2020 Financial and Statutory Reports including the statements under the following headings: COVID-19 related risks; The Coca-Cola Company (TCCC) and other brand partners relationship risk; Economic and political risks; Cyber risk; Foreign exchange risk; Key personnel risk; Beverage industry risk; Regulatory risk; Corporate social responsibility risk; Climate change risk; Supply chain risk; Litigation and legal disputes risk; Malicious product tampering risk; Workplace Health & Safety (WHS) risk; Business interruption risk; Product quality risk; Fraud risk; and

3. risks and uncertainties relating to the Acquisition, including the risk that the businesses will not be integrated successfully or such integration may be more difficult, time consuming or costly than expected, which could result in additional demands on CCEP's resources, systems, procedures and controls, disruption of its ongoing business and diversion of management's attention from other business concerns; the possibility that certain assumptions with respect to CCL or the Acquisition could prove to be inaccurate; burdensome conditions imposed in connection with any regulatory approvals; ability to raise financing; the potential that the Acquisition may involve unexpected liabilities for which there is no indemnity; the potential failure to retain key employees as a result of the Acquisition or during integration of the businesses and disruptions resulting from the Acquisition, making it more difficult to maintain business relationships; the potential for (i) negative reaction from financial markets, customers, regulators, employees and other stakeholders, (ii) litigation related to the Acquisition.

The full extent to which the COVID-19 pandemic will negatively affect CCEP and the results of its operations, financial condition and cash flows will depend on future developments that are highly uncertain and cannot be predicted, including the scope and duration of the pandemic and actions taken by governmental authorities and other third parties in response to the pandemic.

Due to these risks, CCEP's actual future results, dividend payments, and capital and leverage ratios may differ materially from the plans, goals, expectations and guidance set out in forward-looking statements (including those issued by CCL prior to the Acquisition). These risks may also adversely affect CCEP's share price. Additional risks that may impact CCEP's future financial condition and performance are identified in filings with the SEC which are available on the SEC's website at www.sec.gov. CCEP does not undertake any obligation to publicly update or revise any forward-looking statements, whether as a result of new information, future events, or otherwise, except as required under applicable rules, laws and regulations. Furthermore, CCEP assumes no responsibility for the accuracy and completeness of any forward-looking statements. Any or all of the forward-looking statements (whether prior or subsequent to the Acquisition) may prove to be incorrect.

#### Reconciliation & definition of alternative performance measures

The following presentation includes certain alternative performance measures, or non-GAAP performance measures. Refer to 2020 Integrated Report / Annual Report on Form 20-F, published on 12 March 2021, which details our non-GAAP performance measures and reconciles, where applicable, our 2020 and 2019 results as reported under IFRS to the non-GAAP performance measures included in this presentation. This presentation also includes certain forward looking non-GAAP financial information. We are not able to reconcile forward looking non-GAAP measures without unreasonable efforts because it is not possible to predict with a reasonable degree of certainty the actual impact or exact timing of items that may impact comparability. For further information, please refer to pages 54-61 of the 2020 Integrated Report / Annual Report on Form 20-F.

### Agenda

- Europe: Q1 highlights
- Coca-Cola Europacific Partners: Further together
- **A**&Q •
- Close

#### **Europe: Q1 summary**



#### Winning with customers

#1 customer value creator within NARTD +>€135m<sup>1</sup>

Executed **pricing strategy** across our markets



#### Gained value share in-store & online

#### **NARTD**

- +120bps value share<sup>2</sup>
- +260bps online value share<sup>3</sup>



#### Total volumes<sup>4</sup> -10.0% reflecting continued COVID-19 restrictions

Home **+4.0%**Away from home **-34.5%** 



#### Resilient core brand performance



#### Coca-Cola Zero Sugar:

+€60m retail value¹

**Zero flavours & mixers:** +150bps value share<sup>2</sup>



#### **Strong performance in energy**



#### **Energy volume**<sup>4</sup>

+34% despite COVID-19

**Now #1** energy portfolio in 3 markets<sup>5</sup>

Monster **multipacks** volume<sup>4</sup> +60%

#### **Continued progress on sustainability**

**Germany** to transition to **70%** rPFT in FY21

Netherlands now a 100% rPET market



Nielsen Strategic Planner YTD Data to w/e 28.03.2021.Countries included are ES, PT, DE, GB, FR, BE, NL, SE & NO

<sup>2.</sup> Nielsen Global Track Data YTD to w/e IS 28.03.21, GB 03.04.21, ES PT DE NL FR BE SE & NO 04.04.21; flavours+B&M (light) category

<sup>3.</sup> YTD Online Data to w/e GB 03.04.21 (Retailer EPOS+Nielsen), ES FR & NL 04.04.21 (Nielsen

Comparable volumes. Refer to "Note Regarding the Presentation of Alternative Performance Measures" for further details

<sup>5</sup> Nielsen Global Track Data YTD to w/e FS PT & NO 04 0

#### **Europe: FY21**



Apply learnings from 2020

Smart RGM (in-store & online)

Continued momentum of digital B2B, B2C & D2C

Flexible deployment of front line to support reopenings

**Continued** focus on cash & efficiency



Safeguarding our people remains our top priority

#### **Europe:** Excitement ahead





Supporting customers a priority

Field sales & coolers



### Coca Gola ZERO SUGAR New taste

New taste, new look & new campaign



#### **Brand innovations**

What the Fanta?

New Monster variants

Topo Chico



#### COSTA

Continued roll-out Express & Proud to Serve









# Coca-Cola Europacific Partners: Further together

#### **Compelling transaction:**

A great move



**Structurally** higher growth platform

**Strengthens** relationship with TCCC

Value

creating

**Significant** performance improvement opportunities

**Best** practice sharing

**Dividend policy** maintained

on larger earnings base

on returning to target leverage within 3 years driven by stronger cash generation

**Focused** 

**Underpins** 

**Immediate** 

EPS accretion

medium-term objectives





We have a significantly bigger opportunity having acquired a good business with momentum



Our strategic relationship with TCCC and franchise partners will strengthen



Further together:
We will build on the best of both to drive growth and scale faster as ONE



In Australia, Pacific & Indonesia (API¹), we will accelerate momentum by applying Europe's proven model and replicating the execution culture & mindset

In Europe, the deal makes us stronger as we will accelerate growth by taking learnings from API



Our business will continue to be built on great people, great service and great beverages — done sustainably, delivering value creation for all stakeholders





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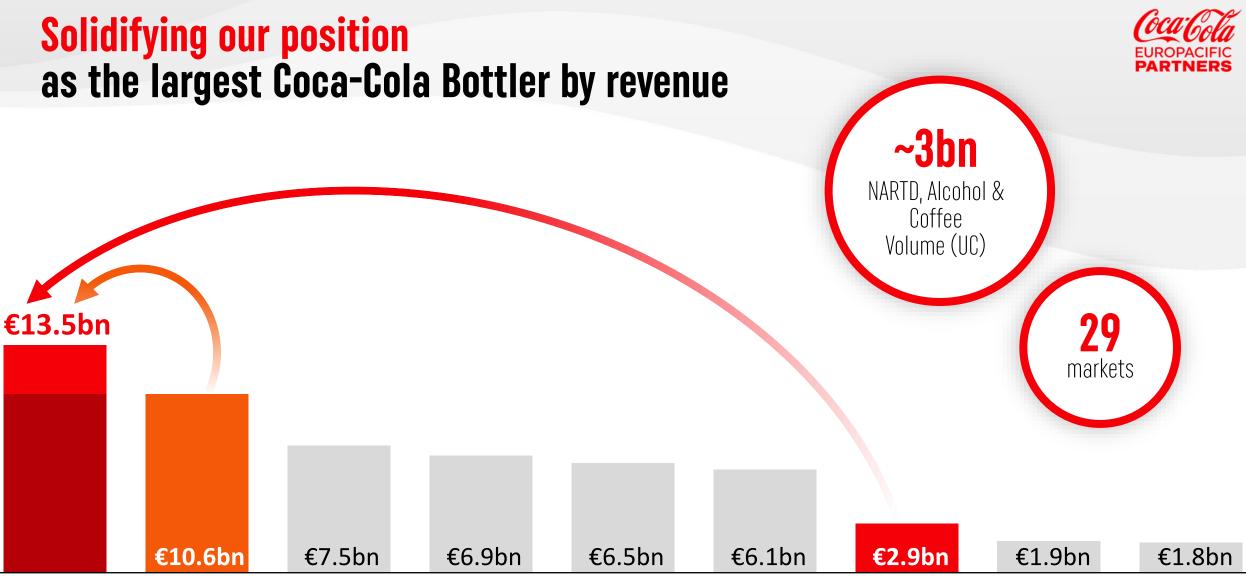


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#### **Acquired business highlights**



















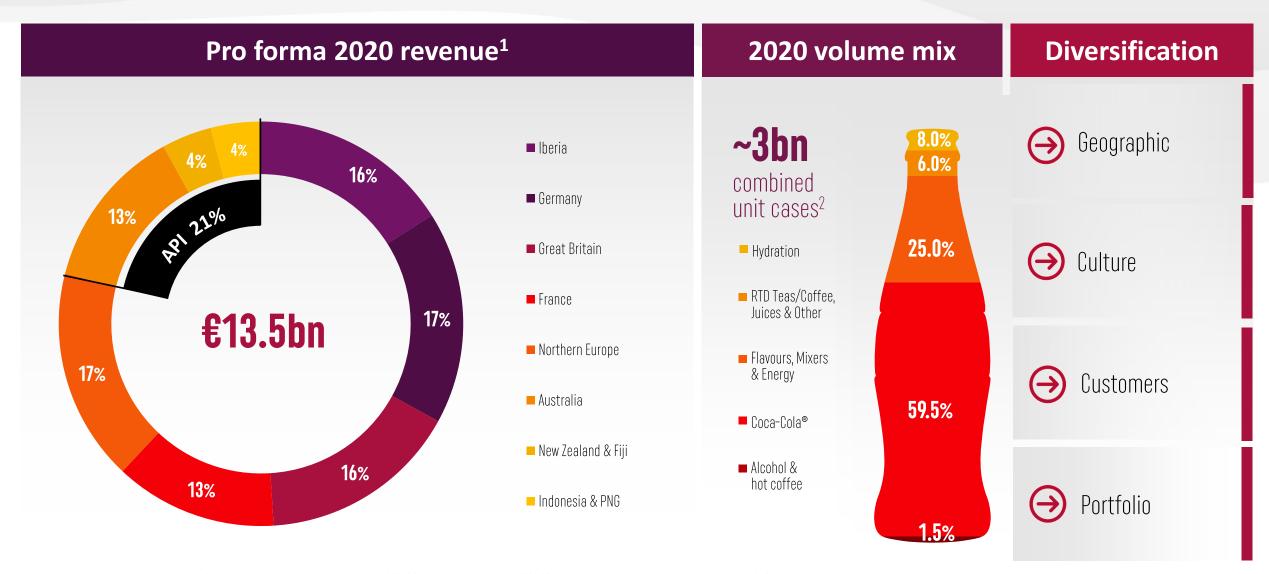






#### **More diversified than before**





<sup>1.</sup> Represents mathematical summation of the equivalent FY20 metrics as included in the 2020 CCEP Integrated Report and 2020 CCL Annual Report Not prepared in accordance with US SEC Regulation S-> Article 11. Applied average 2020 EUR/AUD FX rate of 1.656

Source: Internal reports. A unit case is equivalent to ~5.678 ready to drink litre

#### More focused portfolio, even more consumer led



### COMBINED CONSUMER POPULATION > 600M<sup>1</sup>





#### **Broad needstates**

Core sparkling

Energy

Premium hydration

Coffee, RTD tea

Alcohol





#### Sustainability

Carbon reduction, accelerating rPET, removing unnecessary



Source: Euromonitor

### Addressable market: larger & higher growth



**~€125bn** Combined 2019 **NARTD** value<sup>1</sup>

> 2022-25 **NARTD** CAGR ~3%<sup>2</sup>

**~€75bn** Combined 2019 **Hot Coffee** value<sup>3</sup> API markets growing **faster** than Europe

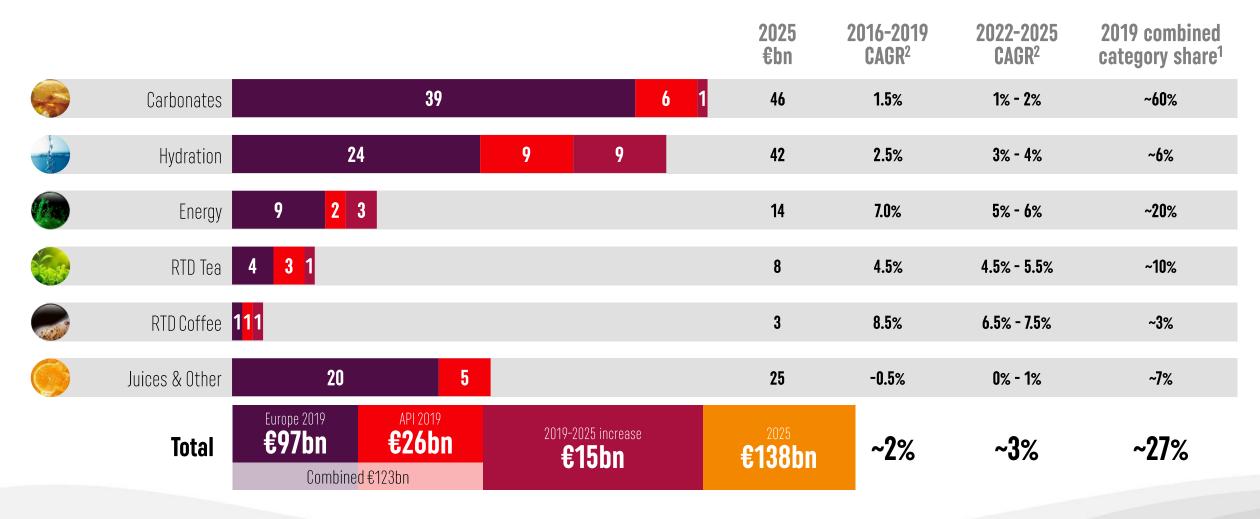
2022-25 **Hot Coffee**CAGR ~4%<sup>3</sup>

<sup>1.</sup> Global Data FY2019; rounded. Markets inc. BE, FR, DE, NL, NO, PT, SP, SE, UK, AUS, IND, NZ

Global Data, Euromonitor, European Vending and OCS Association & internal estimates; FY2019; rounded; Markets inc. BE, FR, DE, NL, NO, FSP. SE, UK, AUS, IND. NZ

#### NARTD combined markets to grow ~3% p.a.

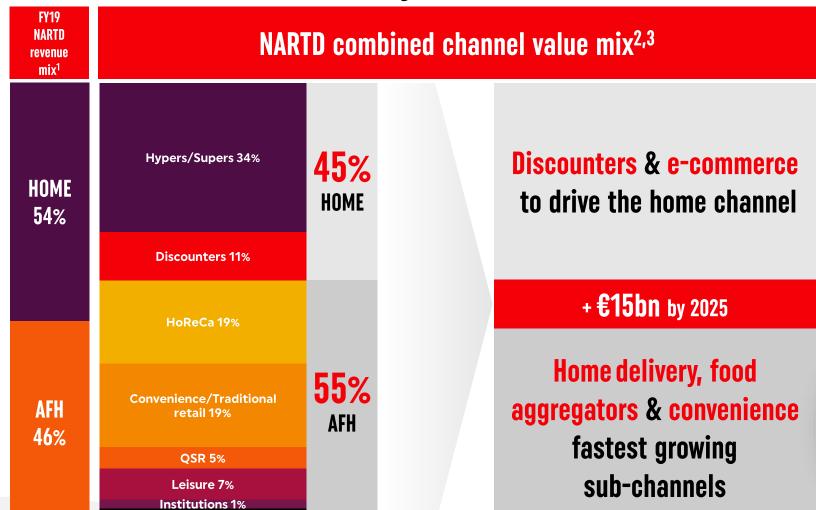




Value share, Global Data FY2019; rounded; Markets inc. BE, FR, DE, NL, NO, PT, SP, SE, UK, AUS, IND, NZ
 CCEP internal estimates based on Global Data 2022-2025; rounded to the nearest precent

#### NARTD remains diverse by channel





Embracing digitisation of NARTD Focused on driving new occasions Continue to assess how markets evolve post pandemic

Other 4%

Pro forma combined revenue split for 2019. Excludes Alcohol & coffee revenues for API. Cash & Carry included in AFH channel (including lberia)

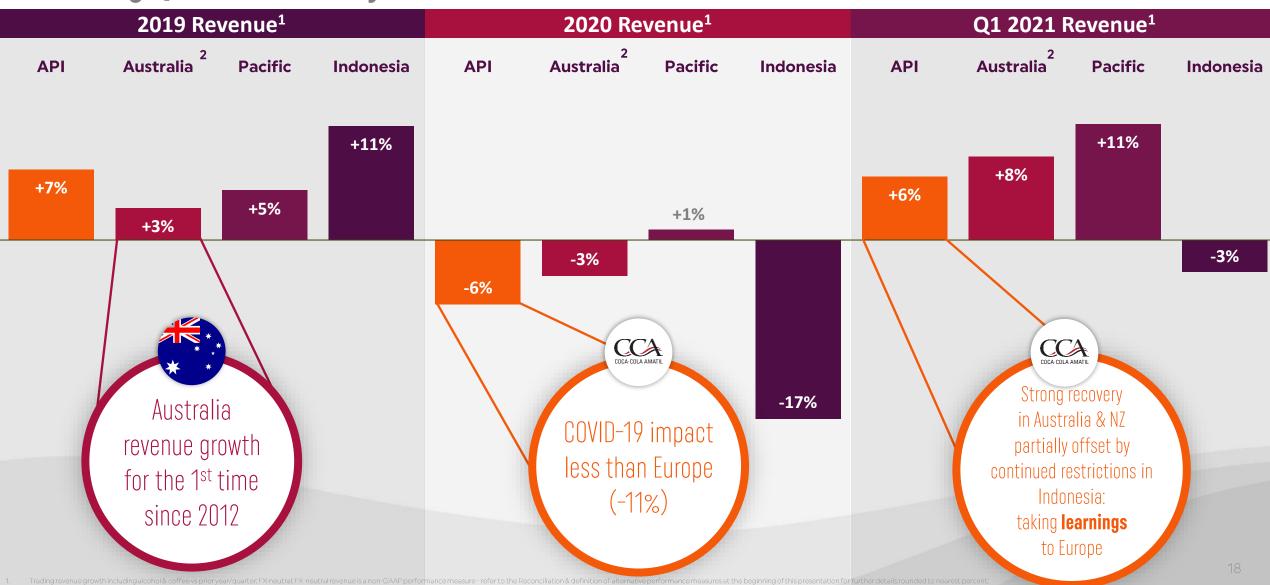
<sup>2.</sup> Global Data FY2019. Markets inc. BE, FR, DE, NL, NO, PT, SP, SE, UK, AUS, IND, NZ

HoReCa is Hotel/Restaurant/Café, QSR is Quick Serve Restaurants; Convenience includes Convenience Stores and Food To Go; Other includes Vending, Home Delivery & Specialist Beverage Retailer. Global Data excludes Disco/Bar/Night Club and Travel/Transportation

#### API: good resilience and momentum

**Strong Q1 2021 recovery** 









We have a significantly bigger opportunity having acquired a good business with momentum

Solidifies position **as the largest**Coca-Cola bottler

by revenue

Higher **growth** platform





We have a significantly bigger opportunity having acquired a good business with momentum



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In Europe, the deal makes us stronger as we will accelerate growth by taking learnings from API



Our business will continue to be built on great people, great service and great beverages — done sustainably, delivering value creation for all stakeholders

#### **Strengthened & trusted TCCC relationship**





Product Bottling

Sales & Distribution

Customer Management

In-outlet Execution & Local Marketing

#### STRONG ALIGNMENT

Proven Track Record of System Value Creation

Shared Vision to Drive Value Growth over Volume, Gain Value Share & Leverage Data Analytics & Insights

Aligned Financial Plans & Incentives

Joint Bold Sustainability Commitments

CCEP Contributes ~1/3
TCCC's Operating Income (Previously ~1/4)

TCCC Owns >19% of CCEP





Trademark Owners

Concentrate Supply

Brand & Portfolio Development

Consumer Marketing





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Integration

People

Digita

Venture:

Lillololloy

Sustainability



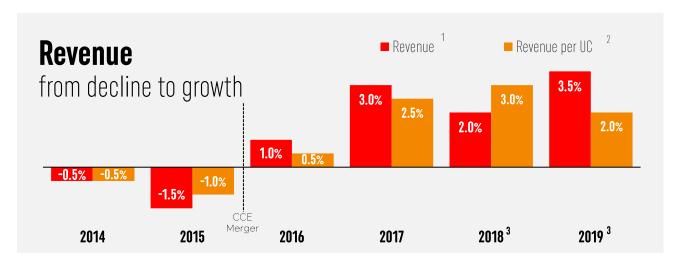
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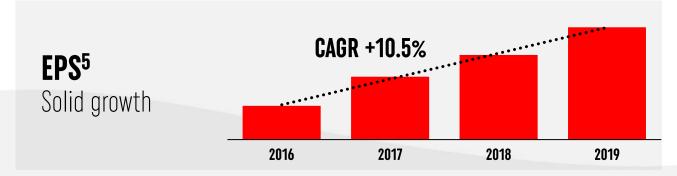
Europe: proven track record in integration



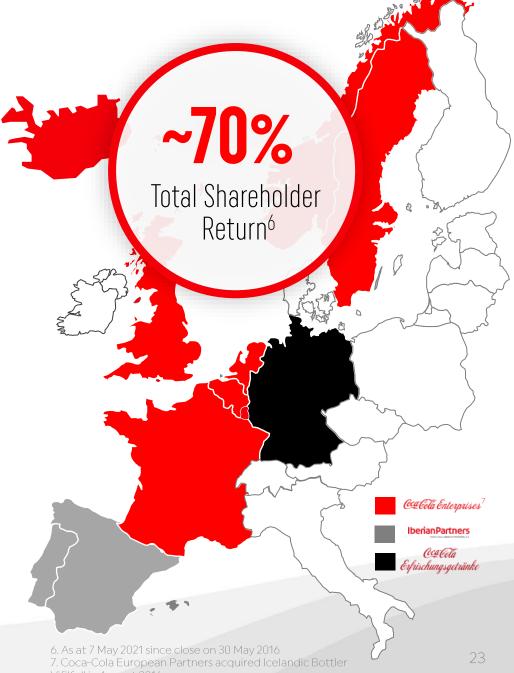
#1

Customer value creator in FMCG since 2017 (>€1.5bn<sup>4</sup> over the last 4 years)





- Comparable & FX-neutral (non-GAAP measure)
- FX-neutral (non-GAAP measure)
- 2018 & 2019 exclude incremental sugar & excise taxes
- . Nielsen Strategic Planner Data 1 Jan 2017 to YE 27.12.20 Countries inc. are ES, DE, GB, FR, BE, NL, SE & NO
  - Diluted EPS is comparable (non-GAAP measure)



### Further together: 33k great people enabled by purpose driven culture & ways of working





Foster highly **engaged, talented & skilled** workforce with even more opportunity to **grow** 



Accelerate a strong **inclusive & diverse** environment



Offer a great **workplace** as an employer of **choice** 



Focus on sharing **knowledge & talent** with experienced leadership



Accelerate **digital** workplace



### Multi-year digital transformation:

Key priority for Europe since the merger

## Further together

aspiring to be the world's most digitised bottler

### Leveraging our tool kit:

Great position to influence & drive the future

Lead across multichannel e-platforms: B2B, B2C, D2C & food aggregators Empowering front line through analytics & live data

Deeper consumer & customer insights

Scaled automation: analytics, robotics & Al Global business services

#### Further together: great digital platform

COCA COCA
EUROPACIFIC
PARTNERS

Leveraging Europe's multi-year digital investments

#### **Revenue growth**

















#### **Customer service & supply chain**





PRODUCTION PLANNING ANALYTICS

CONTROL TOWER







#### **Workplace**









SAP SuccessFactors



#### Further together: complementary ventures platforms



Amatil X & CCEP Ventures launched ~2 years ago

Globalise access to innovation markets, share learnings & scale faster

#### **Route to market**













#### Sustainability

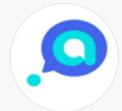






#### Customer









#### Further together: more efficient, leaner business



**EUROPE** proven track record in synergy delivery driven by consolidation, optimisation & leveraging best practice

PRE-ANNOUNCED PERMANENT FY20 SAVINGS & ONGOING EFFICIENCY PROGRAMMES

**EUROPE**Accelerate
Competitiveness

API
Fighting Fit
(AU)



Corporate listing structure

Procurement

Supply chain

Group functions

Next 3 years

~€60-80m

**Total** 

~€350-395m

Further together: building on a strong, shared focus on sustainability



Aligned with the Coca-Cola Company's sustainability & World Without Waste Plan

Europe

Solid credentials

to build on together

Europe & API

both classified as MSCLESG leaders

MSCI ESG RATINGS **Align commitments** 

to go further together

Europe

Net zero on entire value chain by 2040 & LTIP based GHG reduction target

API

Net zero on **direct emissions** by 2040

**Europe Achieved 100%** renewable electricity (2018)

API **Committed to 100%** 

renewable electricity by 2030<sup>1</sup>

**Valuable learnings** 

to share together

**Australia** 

**World's first** 

Coca-Cola Bottler to deliver

**100% rPET** bottles

**Europe** 4<sup>2</sup> 100% rPET markets



**Stronger** 

relationship with TCCC

Our strategic relationship with TCCC and franchise partners will strengthen

**Further together:** We will build on the best of both to drive growth and scale faster as ONE

**Proven** 

integration experience

Leveraging scale

Shared learnings Strong shared focus on sustainability & people

#### 5 minute break







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Pacific

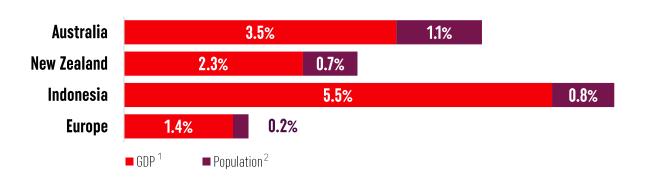
Austral

Indonesia

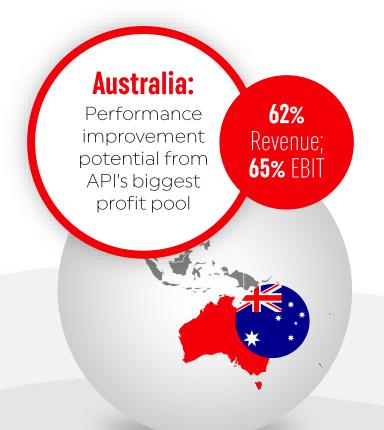


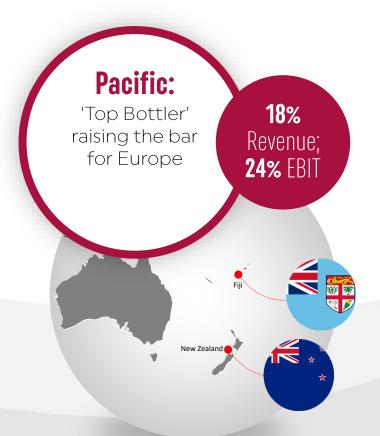
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# Higher growth platform supported by attractive long-term macros











### Highly experienced management team





**Chris Litchfield**New Zealand & Pacific Islands

Leading since 2014

28+ years of experience with Amatil



**Peter West** 

API & member of CCEP Executive Leadership Team<sup>1</sup>
Reporting to Damian Gammell, CEO

**Leading Australia since 2018** 

30+ years of FMCG experience



Jorge Escudero Indonesia & Papua New Guinea

Joined in 2021 from Mexican Coca-Cola bottler

20+ years of FMCG experience

Supported by experience from Europe's senior management across Australia, New Zealand & Indonesia & ~15 emerging markets across Africa, Asia, Eastern Europe & Russia



### API: Further together

#### Long history, new chapter





Strong internal **positive** reaction, new name **well** received



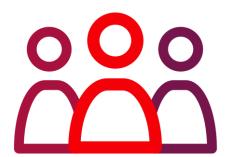
Lots of opportunity: leveraging **learnings**, sharing **best practices**, wider **career** prospects



Evolution from independent to interdependent ways of working



**Right time:** focus on the core, **Australia** turnaround



Further together



# Pacific: Further together

## **Pacific**



2020 Category position<sup>5</sup>

#### Delivering sustained growth ahead of the market

Consistent NARTD volume growth ~5%1



2020 Volume mix

NARTD market to grow ~3.5-4% p.a.<sup>2</sup>



**#1** beverage supplier (>45% share<sup>3</sup>)



Best New Zealand employer for

5 consecutive years<sup>4</sup>



#### NEW ZEALAND 16.5% Hydration Water Sports 10.5% RTD Teas/Coffee, RTD Tea Juices & Other Juices Flavoured Dairy 33.5% Flavours, Mixers Flavours & Energy Energy Classic **21.0%** Zero/Light **14.0%** 35.0% Coca-Cola® Carbonates #1 Alcohol RTD 4.0%

<sup>.</sup> New Zealand reported NARTD volume CAGR growth 2015-2019

CCEP internal estimates based on Global Data 2022-2025; New Zealand only, rounded to nearest percent

Based on Global Data EV2019 Excludes Alcohol & Coffee Beverage

<sup>4.</sup> Aon Best New Zealand employer accreditation for 5 consecutive years from 2016-2020

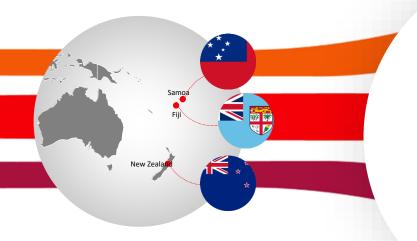
New Zealand category position based on value: source: Nielsen 2020 MAT (Grocery & Petrol

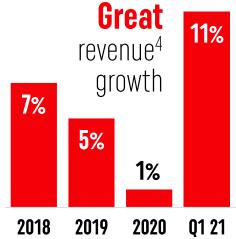
## Pacific - top bottler in TCCC system<sup>1</sup>

Highest margin in Coca-Cola Europacific Partners

**Highest value** share in Coca-Cola Europacific Partners

#### Raising the bar for Europe





~22%
2019 NARTD EBITDA
margin² +330bps
vs Europe

retail value share & growing

2019 NARTD rev/ unit case<sup>3</sup> +**6.5% vs Europe** 

Double digit

Alcohol revenue growth FY20

In 2018 & 2019 CCA New Zealand was awarded #1 bottler in the Asia Pacific region & became the only bottler to be a finalist of The Candler Cup (global competition to find the very best Coca-Cola Company bottler) for two consecutive years 2019 NATE FRITIN pagaring CCEP 2019 NATE FRITIN program

Based on Global Data FY2019, Excludes Alcohol & Coffee Beverages

<sup>2. 2019</sup> NARTD revenue per unit case converted into € at average FX rates for the period 1 January 2019 to 31 December to 2019 vs CCEP 2019 revenue per unit case (excluding incremental sugar & excise taxes)

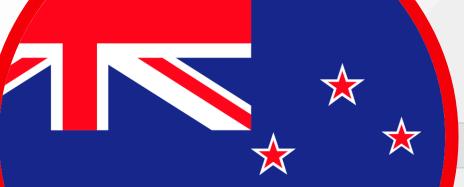
Pacific trading revenue growth vs prior year, 2018-19 excludes alcohol & coffee; 2021 & Q1 21 includes alcohol & coffee; FX-neutral; FX-neutral revenue is a non-GAAP performance measure - refer to the Reconciliation & definition of alternative performance measures at the beginning of this presentation for further details; rounded to nearest percent

## **New Zealand drivers of success**





Focus on the core & small outlets



**Strong belief** in sparkling





**Great** execution & **insights** driven



Fantastic people





# Australia: Further together

## **Australia**



Strong position in a growing market	
NARTD market to grow ~3% p.a. <sup>1</sup>	
<b>#1</b> beverage supplier ( <b>~40%</b> share <sup>2</sup> )	
~80% household penetration	م

Well invested supply chain (13 production sites<sup>3</sup>)



2020 Volume mix	20	20 Category po	sition <sup>4</sup>
AUSTRALIA			
17.5% 2.0%	Hydration	Water Sports	#2 #1
22.5%	RTD Teas/Coffee, Juices & Other	RTD Tea RTD Coffee Juices	#3 #5 #7
	Flavours, Mixers & Energy	Flavours Energy	#2 #3
Classic <b>31.0%</b> Zero/Light <b>18.5%</b>			
49.5%	Coca-Cola®	Carbonates	#1
8.5%	Alcohol & Hot Coffee	Alcohol RTD	#2

CCEP internal estimates based on Global Data 2022-2025; rounded to nearest percent Based on Global Data FY2019. Excludes Alcohol & Coffee Beverages

Number of production facilities as at 31 December 2020

<sup>.</sup> Value share category position. Source: IRI Combined Grocery and C&P, FY20

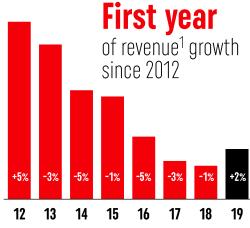
## **Australia** – clear opportunity

Improvement potential from API's largest profit pool

**Green shoots** of growth after 6 years of decline

Fighting fit programme





>15%
of AU NARTD volumes
from owned brands
vs none for Europe

>170 brands across alcohol & coffee

brands in API vs ~80 in Europe

In-house brewing & roasting

~95%
of 375ml can
volume sold on
promotion

## Further together: clear growth opportunities



**Reorient** the portfolio

Win with customers

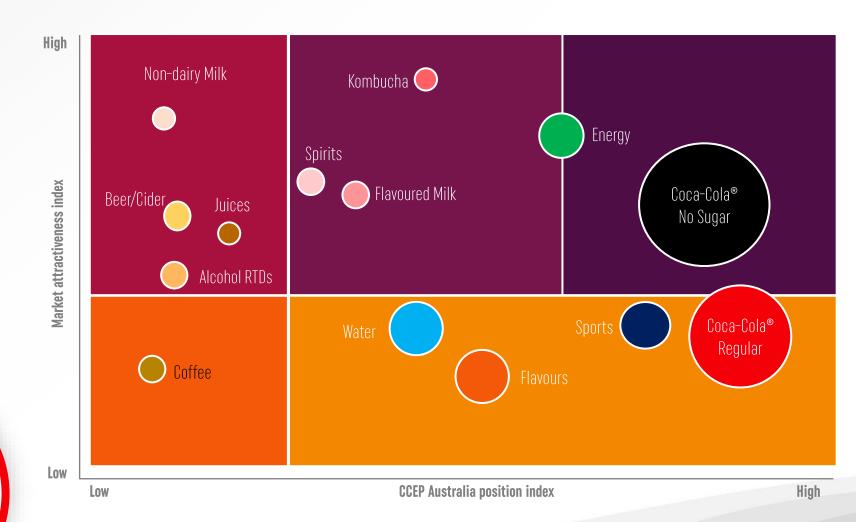
**Build** on capabilities



## **Simplify** economic model with TCCC focusing on category priorities **Focus** Review on the core brands with TCCC Sharpen coffee, alcohol & water

## **Reorient** the portfolio – aligned with TCCC





## Reorient the portfolio



## **Accelerate** light colas

#### Unlock

winning strategy in flavours inc. driving growth in no sugar

# **Take** alcohol learnings

#### Light colas

#### Australia

37%<sup>1</sup> of Coca-Cola® volumes

#### **Europe**

41%¹ of Coca-Cola® volumes

#### Coca-Cola Zero Sugar

**#1 NARTD** absolute growth brand; **+860bps²** value share

#### **Flavours**

#### Australia

Competing brands (Fanta, Sprite & Kirks)

-800bps<sup>3</sup> value share

#### **Opportunity in no sugar**

e.g. Fanta <0.5%<sup>4</sup> value share; ~5%<sup>4,5</sup> RSV

**1** no sugar SKU:



#### Europe

+140bps<sup>6</sup> value share

#### **Supported by Fanta no sugar:**

**~5%**<sup>6</sup> value share; **~25%** RSV<sup>5,6</sup>

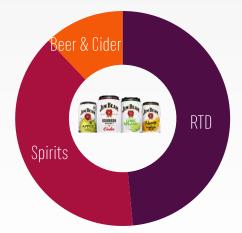
#### **Alcohol**

#### Australia

Proven success (revenue & profit growth) of **Spirits/RTD** with Beam Suntory

Beer & Cider partnership with Molson Coors

Complexity & lack of scale on remainder of portfolio



#### Europe

RTD **learnings** from API

- 1. 2020 light cola volume as a percentage of total cola volume
- Light Colas category; 31.12.2020 vs 31.12.2016
- 4. Flavours 2020 IRI scan data (Grocery+ C8
- 5. Of Fanta scan data
- Nielsen Global Track Data for GB ES PT DE NL FR BE SE & NO; Flavours category, 31.12.20.
- Nielsen Global Track Data for GB ES PT DE NL FR BE SE & NO; Flavours category YTD to 3112 2020

## Win with customers



#### **Drive**

long-term joint value creation

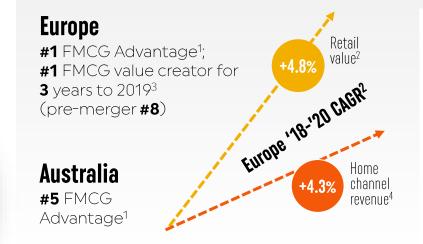
## **Capitalise**

on precision execution via data & insight

#### **Accelerate**

participation in e-commerce, channel & customer segmentation

#### Joint value creation



#### E-commerce Australia

E-commerce **11%**<sup>5</sup> of Home (+120bps value share<sup>6</sup>)

#### Europe

E-commerce **16%**<sup>5</sup> of Home (+140bps value share<sup>7</sup>)

#### Segmentation

API started – Europe **2 years** more experience





Advantage Insights Survey "20"; #1 in 5 out of / markets
Nielsen Global Track Data for GB ES PT DE NL FR BE SE & NO

Nielsen Strategic Planner Data 1.1.17 to YE 31.12.19 Countries inc. are ES, DE, GB, FR, BE, NL, SE & NO

Focused postcode

execution by key

selling weeks

FY20 FY20 vs 19 FY20 vs 17



Wholesalers

Cash & Carry

## **Build on capabilities**

Compelling

reason to

believe



#### **World Class Key Account Management**

**Channel strategy** 

with segmented

customers

#### **Execution**

## **Drive**

World Class Key Account Management

**Improve** execution



#### **Australia**

**Europe** 

Up-weighted field sales investment from FY19; good AFH cooler penetration with ~72% purity

#### **Europe**

AFH cooler purity +700bps1 to ~81%

Field sales visits **~doubled²** to 14 per day

Rolling out **next generation** sales force tools e.g. automated route planning



1. 2019 vs 1

Collaboration

**Capability** 

Toolkit

48

## **Build on capabilities – drive smart RGM**



## ~50%

of AU Retail Coca-Cola® volume sold in 24x & 30x 375ml cans<sup>1</sup>

## ~50%

of Retail AU sparkling from 375ml multipacks & 600ml PET<sup>1</sup>

~75%

OTG AU sparkling from 600ml PET & fountain<sup>1</sup>

#### **Drive**

premiumisation (e.g. slim cans, glass)

#### **Diversify**

for different occasions

#### **Differentiate**

packs sold in Reca (e.g. smaller cans, increase glass)

#### **Drive**

adjacencies

#### Europe

Belux priority small packs **+4ppts<sup>2</sup>** to **34%** 

Germany specific 0.33L RGB SSD for Horeca

Netherlands **+10ppts<sup>3</sup>** small vs large packs



#### **GB Meal Deal**





GB movie nights Asda deal +300% revenue uplift

Volume mix. 2020

2 Volume mix 2019 vs 1

3. Volume mix within Home. Small packs defined as PET & Glass <1L and Cans <330ml

## Further together: translating into a multi-year opportunity



## **→ WAVE 1:**

Develop value creation plans aligned with TCCC

Portfolio choice, focus & priorities

RGM

World Class KAM

Digital (e-commerce & food aggregators)

Continue 'Fighting Fit' programme

## **→ WAVE 2 & BEYOND:**

Portfolio & RGM

World Class KAM

Reduce volume sold on deep promotions

Improve execution

Digital integration - commercial, online etc

Ventures

Supply chain benchmarking

Talent management & sharing



## Indonesia: Further together

## Indonesia



#### Market Value Category Mix<sup>4</sup> **Growth opportunity in attractive market** 2020 Volume mix INDONESIA NARTD market to grow ~3.5-4% p.a.1 11.0% Hydration Hydration RTD Teas/Coffee, **#2** beverage supplier (~11% share<sup>2</sup>) 27.0% 47% Juices & Other 4th largest population in the world RTD Teas/Coffee, Juices & Other 20% Flavours, Mixers 49.0% Young population & rapid urbanisation & Energy Flavours, Mixers & **Energy 12%** Cola 2% **Growing, more affluent** middle-class Other<sup>3</sup> Classic **13.0%** 19%

Coca-Cola®

13.0%

## **Indonesia** – fantastic opportunity

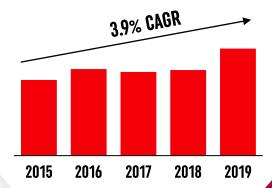
Significant long-term growth potential

Favourable demographics

**Attractive** market characteristics



**Good momentum** in revenue<sup>1</sup> growth



~5%

5-year GDP CAGR; forecast to be the world's 4<sup>th</sup> largest economy by 2050

12% p.a.
growth in middle
class consumption
since 2005

income distribution<sup>2</sup>

High
Upper mid
Lower mid
Low
2005 2018 2030

Household

~500K

customers served directly

Indonesia & Papua New Guinea trading revenue growth vs prior year; CAGR 2015-19; FX-neutral; FX-neutral revenue is a non-GAAP performance measure - refer to the Reconciliation & definition of alternative performance measures at the beginning of this presentation for further details

Low income: <\$4k, Lower-mid: \$4-8k, Upper-mid: \$8.5-40k, High income: >\$40k basis income per household in real terms

## Clear long-term transformation opportunity



Supported by great experience of emerging markets

**Long-term** value creation plan with TCCC

**Portfolio** - build sparkling franchise

**OBPPC** - drive consumer relevance

Capabilities - RTM, efficiency & execution



## Long-term value creation plan aligned with TCCC



## **Sparkling**

Strong position in under-developed category

Focus on Coca-Cola®, Fanta & Sprite

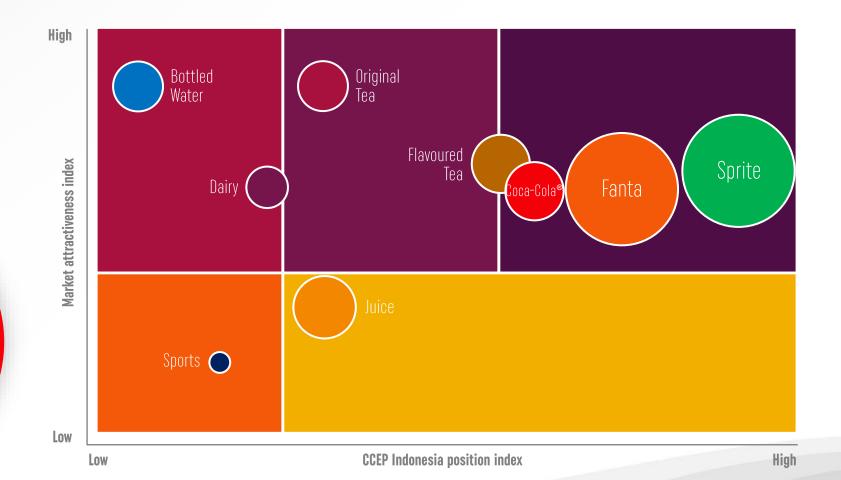
## **RTD Tea**

Established position

Build share

## **Review**

dairy, water & sports



## Portfolio – build sparkling franchise

**Under** investment in Sparkling<sup>3</sup>



## **Significant**

headroom for consumption growth

e.g. Cola & Flavours very low % of market compared to Philippines

#### Cola<sup>1</sup>

Indonesia: 1% Philippines: 29%

#### Flavours<sup>1,2</sup>

Indonesia: 3% Philippines: 23% Proven consumer demand for sparkling

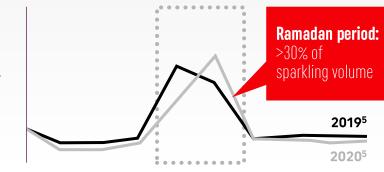
# Invest in sparkling to drive relevance, affordability & attractiveness of the category

# & \$\$



Sparkling **more** expensive<sup>4</sup>





Sparkling

- FY2019 volume share, Euromonito
- Includes Lemonade/Lime, Orange Carbonates & Other Non-Cola Carbonates
- FY2019 spend by category (IDR K



5. Sparkling volume share as % of NARTD

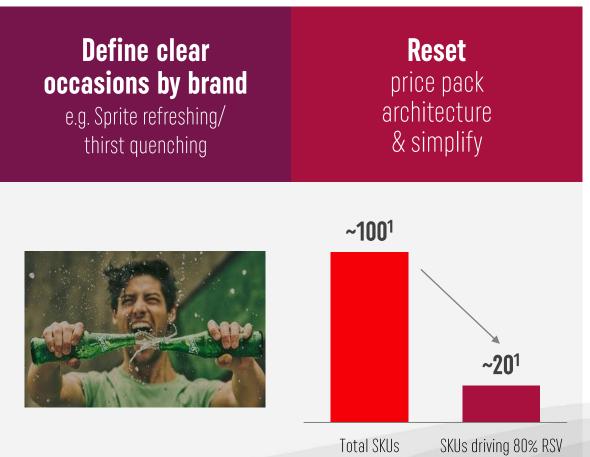


Focus
on Coca-Cola®,
Fanta & Sprite

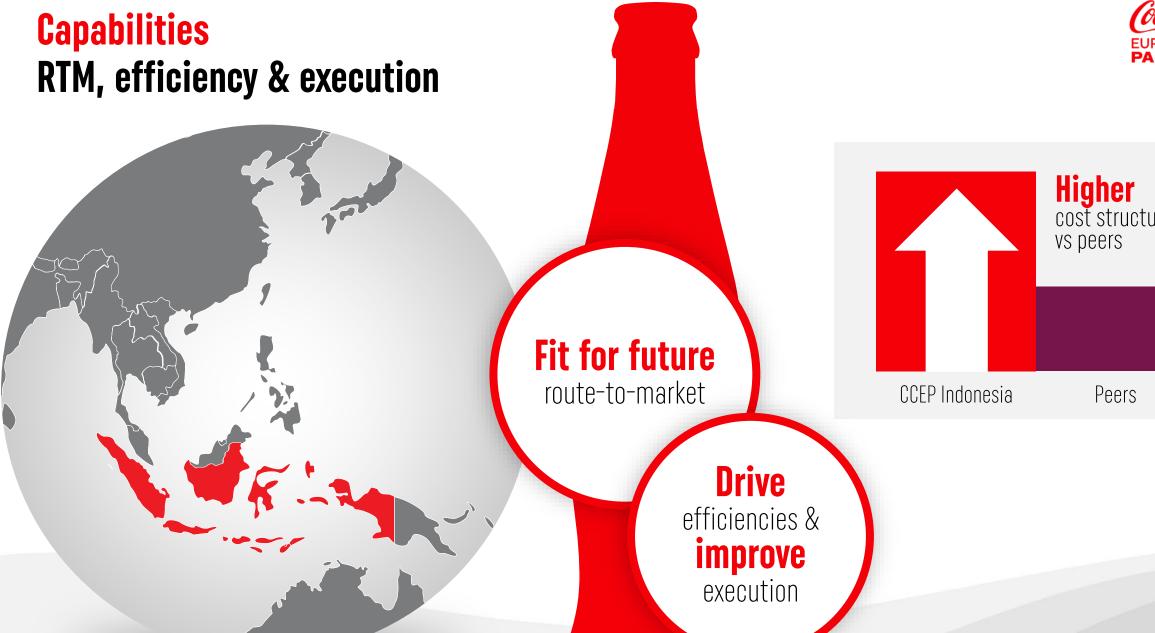
## **OBPPC** – drive consumer relevance







FY2019 Nielsen









#### **Digital**

Platform for frontline, direct & indirect

Segmentation

Analytics

Portal to step change customer experience

People development platform

Europe bringing multiple capabilities to emerging markets

 $\overset{\circ}{\Omega}$ 

**Strong** 

senior management experience

#### **RGM**

Strong returnable & small pack capability

#### **RTM**

Direct, distributor & wholesaler models

#### **Group functions**

Driving efficiencies & customer service

## **Key messages**



#### **API**

attractive long-term macros, ahead of Europe



clear improvement opportunity aligned with TCCC





In API, we will accelerate momentum by applying Europe's proven model and replicating the execution culture & mindset

In Europe, the deal makes us stronger as we will accelerate growth by taking learnings from API

#### **Pacific**

benchmark bottler raising the bar for Europe



transformational opportunity: #2 player in huge & attractive market with clear consumer demand for sparkling

## **Break 5 minutes**



## **Key messages**



We have a significantly bigger opportunity having acquired a good business with momentum



Our strategic relationship with TCCC and franchise partners will strengthen



Further together:
We will build on the best of both to drive growth and scale faster as ONE



In API, we will accelerate momentum by applying Europe's proven model and replicating the execution culture & mindset

In Europe, the deal makes us stronger as we will accelerate growth by taking learnings from API

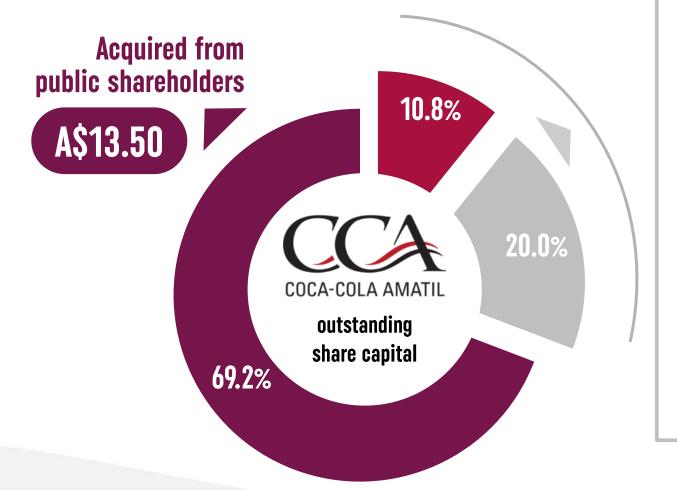


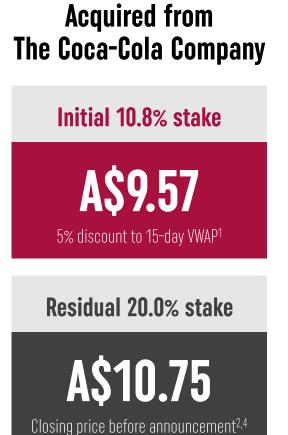
Our business will continue to be built on great people, great service and great beverages — done sustainably, delivering value creation for all stakeholders

## Final transaction overview



Breakdown of A\$12.53 effective purchase price per share<sup>3,4</sup>





<sup>.</sup> Ending as at 21 October 2020

<sup>.</sup> Price at close of market on 22 October 2020

<sup>.</sup> Weighted average price per share based on CCEP's offer to CCL public shareholders, A\$9.57 for the initial 10.8% stake and closing price of A\$10.75 for The Coca-Cola Company's 20% residual stake

<sup>4.</sup> Less the A\$0.18 per share dividend declared by CCL on 18 February 2021 which is to be paid on 30 April 2021

## **Value & EPS accretive**



ROIC<sup>1</sup> expected to cover WACC<sup>2</sup> in ~5 years

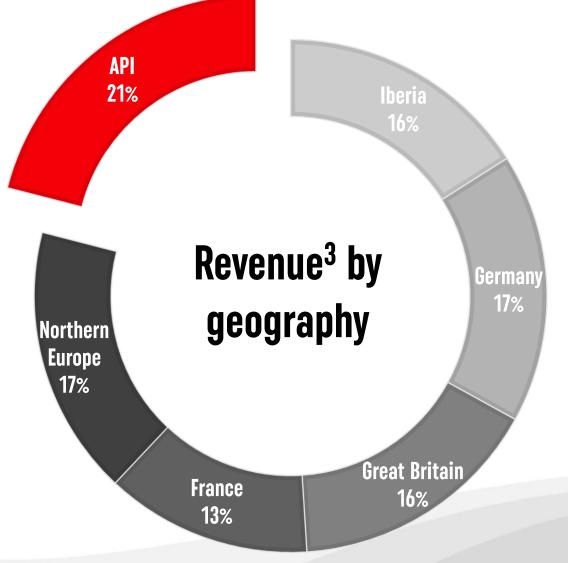
API to be organised as a **new** business unit & will be a reportable segment along with Europe

Disclosure to be provided as follows:

- Quarterly revenue by geography
- HY & FY earnings

Immediately EPS accretive

FY20 & FY19 **pro formas** provided in separate RNS



<sup>1.</sup> ROIC is a non-GAAP performance measure. Refer to the Reconciliation & definition of alternative performance measures at the beginning of this presentation for further details

<sup>2.</sup> WACC = Weighted average cost of capital

<sup>3.</sup> Represents mathematical summation of the equivalent FY20 metrics as included in the 2020 CCEP Integrated Report and 2020 CCL Annual Report. Not prepared in accordance with US SEC Regulation S-X Article 11. Applied average 2020 EUR/AUD FX rate of 1.656

## Further together: more efficient, leaner business



**EUROPE** proven track record in synergy delivery driven by consolidation, optimisation & leveraging best practice

PRE-ANNOUNCED PERMANENT FY20 SAVINGS & ONGOING EFFICIENCY PROGRAMMES

#### **EUROPE**

Accelerate Competitiveness FY21 ~€150m vs. FY19 FY22-24 €50-75m



API

Fighting Fit (AU) FY21 A\$65m vs. FY19 FY21-22 A\$80m

COMBINATION BENEFITS

Corporate listing structure

Procurement

Supply chain

Group functions

Next 3 years

~€60-80m **FY22+** 

weighted

**Total** 

~€350-395m

## **Transaction financing**



100% funded by existing liquidity & incremental borrowing

**Strong** balance sheet

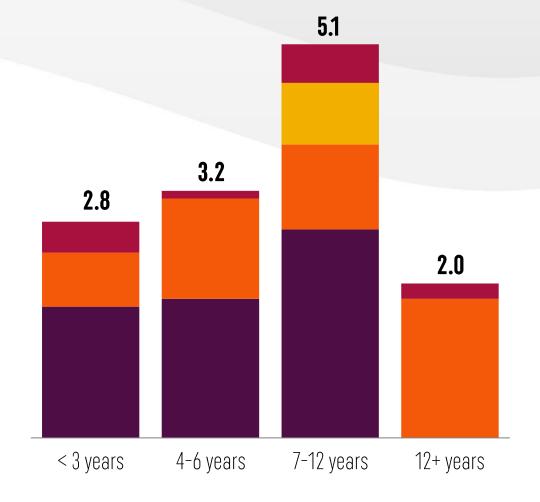
FY20 leverage<sup>1</sup> of 3.2 times

Incremental borrowing of €5.7bn at effective average interest cost of ~40bps²

Leverage<sup>1</sup> at close of 5.0 times

Remain fully committed to strong **investment grade** rating Moody's<sup>3</sup> Baa1; Fitch<sup>3</sup> BBB+ **Balanced** mix of maturities with **no** covenants on debt or facilities

Overall average maturity of **6.5** years at weighted average interest cost of **1.3%** 



#### Balanced mix of maturities €'bn

<sup>■</sup> Europe legacy





■ API legacy

Net debt to adjusted EBITDA; Net debt to adjusted EBITDA is a non-GAAP performance measure. Refer to the Reconciliation & definition of alternative performance measures at the beginning of this presentation for further details

After the IRS and XCCY swaps

Stable outlook

## Focused on returning to target leverage range within 3 years



#### Driven by stronger annual free cash flow generation

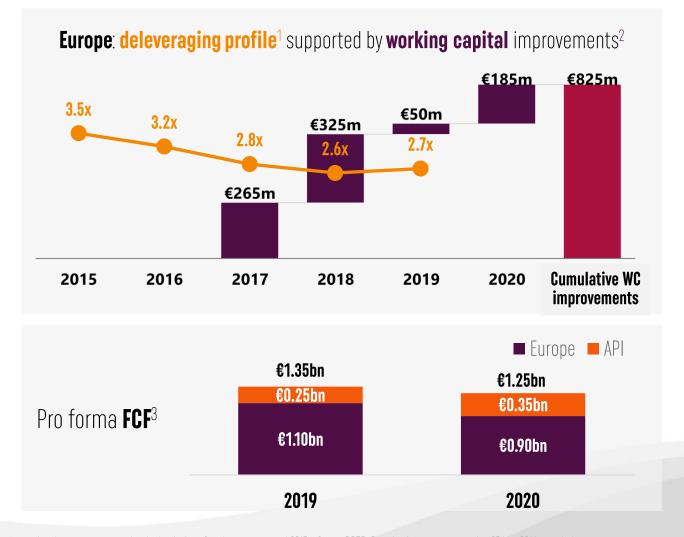
**Rapid** Europe deleveraging post merger to within target range<sup>1</sup> supported by:

- aligned annual incentives
- strong working capital improvements

Transaction provides even **greater** incremental cash generation opportunities

 scope to leverage Europe's working capital improvements in API

Committed to **similar** deleveraging profile



<sup>1.</sup> Target range 2.5-3.0x Net Debt/Adjusted EBITDA Net Debt/Adjusted EBITDA Net Debt/Adjusted EBITDA is a non-GAAP performance measure; 2015 & 2016 are calculated assuming the merger occurred at the beginning of each year presented, 2015 refers to CCEP. Overview investor presentation, 25 May 2016; rounded 2 CCEP internal cumulative working capital (WC) improvements.

FCF is a non-GAAP performance measure, Measure has been computed using information included in 2020 CCEP Integrated Report and based on the definition included in 2020 CCEP Integrated Report, Not prepared in accordance with US SEC regulation S-X Articles 114. Average 2020 EUP (AUDIE) Systems of 14.56 is reported to perform the definition included in 2020 CCEP Integrated Report. Not prepared in accordance with US SEC regulation S-X Articles 114. Average 2020 EUP (AUDIE) Systems of 14.56 is reported to perform the definition included in 2020 CCEP Integrated Report.

## Consistent & disciplined capital allocation framework







Organic capital investment

c.5%<sup>1,2</sup> NSR

FCF of at least **€1.25bn³** 

Ordinary dividend payout ratio

 $c.50\%^2$ 

Excess cashflow

Value accretive M&A

Return excess cash to shareholders



Maximising sustainable shareholder value & returns >€3.8bn<sup>4</sup> cash returns to shareholders since merger



# DAY 1: integration ready, no risk of distraction

- ✓ Experienced integration team
- ✓ Key talent in place
- ✓ Joint plans underway with TCCC
- ✓ CCEP operating model in place
- ✓ Great plans for the rest of FY21





## Transaction underpins medium-term objectives











Wider business longer-term update to be provided later this year



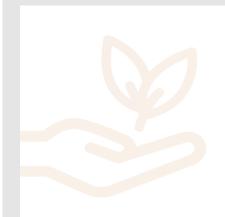
Ratio maintained, on larger earnings base



Dividend to be announced at **Q3** for the full year to reflect the earnings of the enlarged business

## **Key messages**





**Value & EPS** accretive



#### **Focused**

on returning to target leverage range within 3 years



Our business will continue to be built on great people, great service and great beverages — done sustainably, delivering value creation for all stakeholders



**Dividend policy**maintained on larger
earnings base



underpins
medium-term
objectives

**Transaction** 

## **Remarks from our Chairman**

Sol Daurella



Further together: exciting, right deal at the right time



**Passion** for inclusion & diversity



Value creating with sustainability at the core



**Strengthens profile** as attractive total investment return opportunity





### Thank You

Questions & Answers

#### Focused actions





#### **Compelling transaction:**

A great move



**Structurally** higher growth platform

**Strengthens** relationship with TCCC

Value

creating

**Significant** 

performance improvement opportunities

**Immediate** 

EPS accretion

**Dividend policy** maintained on larger earnings base

**Best** 

practice

sharing

**Underpins** medium-term objectives

**Focused** 

on returning to target leverage within 3 years driven by stronger cash generation



# **Appendices**

#### **Glossary**



Acronym	Definition				
AFH	Away From Home				
API	Australia, Pacific & Indonesia				
B2B	Business-to-business				
B2C	Business-to-consumer				
BU	Business Unit				
CDSP	Customer Demand & Supply Planning				
D2C	Direct-to-consumer				
FCF	Free Cash Flow				
FMCG	Fast Moving Consumer Goods				
GHG	Greenhouse Gas				
GM	General Manager				
HoReCa	Hotels, Restaurants & Cafes				
KAM	Key Account Manager				
LTIP	Long-term Incentive Plan				
MD	Managing Director				
MUC	Unit Cases (in millions)				
NARTD	Non-Alcoholic Ready to Drink				

Acronym	Definition				
NCB	Non-Carbonated Beverages				
NSR	Net Sales Revenue				
OBPPC	Occasion, Brand, Price, Pack & Channel				
PET	Polyethylene terephthalate (plastic)				
ReCa	Restaurants & Cafes				
Red	Right Execution Daily (measure of execution)				
RGM	Revenue Growth Management				
ROIC	Return on Invested Capital				
rPET	Recycled PET				
RSV	Retail Sales Value				
RTD	Ready to Drink				
RTM	Route to Market				
SSD	Sparkling Soft Drinks				
SKU	Stock-keeping Unit				
TCCC	The Coca-Cola Company				
UC	Unit Case				
WACC	Weighted Average Cost of Capital				

#### **Key metrics**



Operational <sup>1</sup>	Europe	API	COCA COCA EUROPACIFIC PARTNERS	Financial <sup>1</sup>	Europe	API	COCA COCA EUROPACIFIC PARTNERS
Markets <sup>2</sup>	13	16	29	Revenue	€10.6bn	€2.9bn	€13.5bn
Consumers	>300m	>300m	>600m	<b>Volume</b> (muc)	2,277	618	2,895
Portfolio	Mainly NARTD	NARTD, Alcohol & Coffee	NARTD, Alcohol & Coffee	Revenue / Case <sup>4,6</sup>	€4.69	€4.04	€4.56
Coolers <sup>3</sup>	>1m	>0.5m	~1.5m	Adjusted EBITDA <sup>5,6</sup> (% margin)	€1.8bn (16.9%)	€0.5bn (18.9%)	€2.3bn (17.3%)
Plants	48	32	80	CAPEX <sup>6,7</sup>	€475m	€170m	€645m
Employees	22k	11k	33k	FCF <sup>6,7</sup>	€0.90bn	€0.35bn	€1.25bn

Data based on 2020 CCEP Integrated Report and 2020 CCL Annual Report, unless otherwise stated. Average 2020 EUR/AUD FX rate of 1.656 CCEP: Spain, Portugal, Great Britain, France, Germany, Iceland, Belgium, Netherlands, Norway, Sweden, Andorra, Luxembourg & Monaco; CCL: Australia New Zealand, Indonesia, Papua New Guinea, Niue, Tuvalu, Nauru, Tonga, Kiribati, Vanuatu, Solomon Islands, Samoa, Fiji, Wallis & Futuna, Tokelau, Cooks Islands

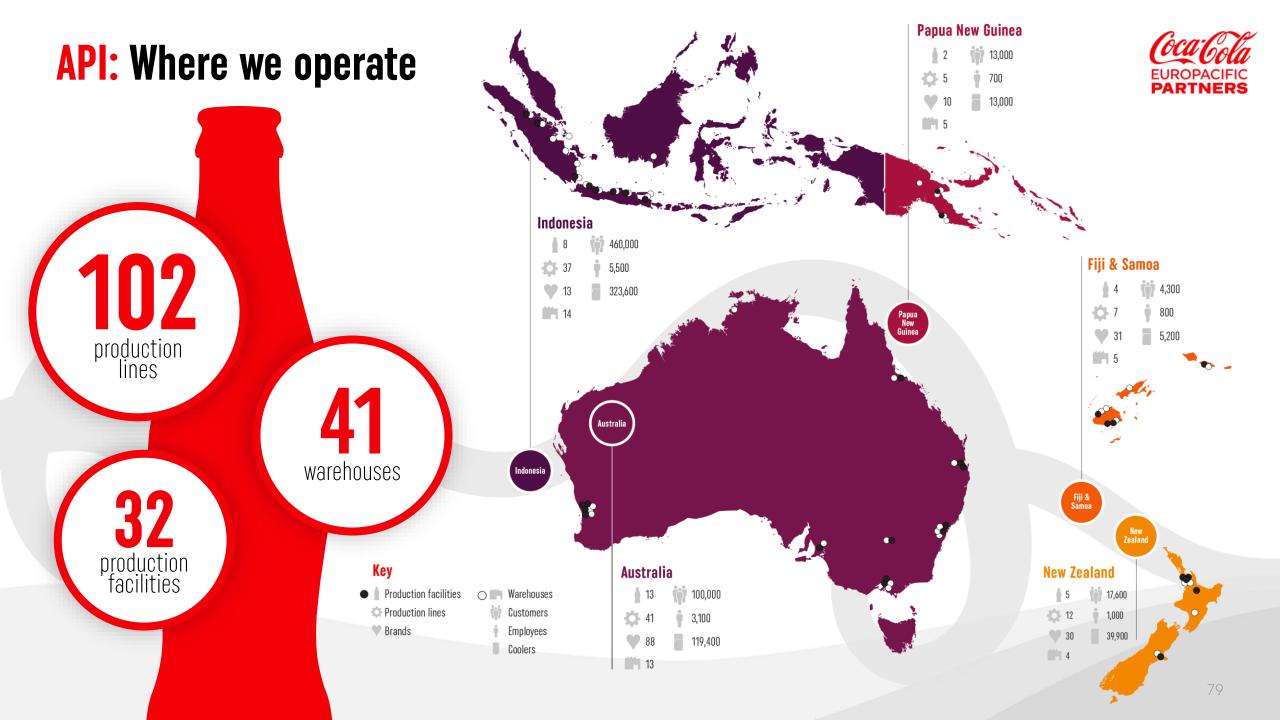
As at 31 December 2020 for CCEP & CC

Europe calculated as NARTD 2020 total FX-neutral revenue over total unit per case volume; API calculated as NARTD 2020 total FX-neutral revenue over total unit per case volume; excludes revenue from Alcohol & Coffee & Corporate Services; FX-neutral revenue is a non-GAAP performance measure - refer to the Reconciliation & definition of alternative performance measures at the beginning of this presentation for further details

<sup>5.</sup> Not prepared in accordance with US SEC Regulation S-X Article 11. Represents mathematical summation of the equivalent 2020 metrics. For CCEP, Adjusted EBITDA is calculated as earnings before interest, tax, depreciation & amortization, after adding back items impacting the comparability of year over year financial performance, as included within 2020 CCEP Integrated Report. For CCL, Adjusted EBITDA refers to On-going EBITDA and is calculated as earnings before interest, tax, depreciation & amortization and excluded non-trading items as included within 2020 CCL Annual Report. Average 2020 EUR/AUD FX rate 1.656

<sup>6.</sup> FX-neutral revenue, EBITDA, FCF & capex are non-GAAP performance measures-refer to the Reconciliation & definition of alternative performance measures at the beginning of this presentation for further details

FCF and Capex measures have been computed using information included in 2020 CCEP Integrated Report and 2020 CCEL Annual Report and base
on the measures as defined in the 2020 CCEP Integrated Report. Not prepared in accordance with US SEC regulation S-X Article 11; Average 2020
EUR/AUD FX rate of 1.656; FCF rounded to nearest €50m; Capex rounded to nearest €5m



#### **API** management team biographies





Chris Litchfield
New Zealand &
Pacific Islands



Peter West

API & member of CCEP

Executive Leadership Team



Jorge Escudero Indonesia & Papua New Guinea

## Over 28 years' experience with Coca-Cola Amatil, having joined the business as a graduate in 1994

Held various sales and commercial roles prior to becoming GM of Sales & Marketing

MD of New Zealand & the Pacific Islands since 2014

Recognised as one of the best Coca-Cola bottlers globally

Achieved AON Best New Zealand Employer for the 5<sup>th</sup> consecutive year

### Over 30 years' FMCG experience, having joined Coca-Cola Amatil as MD for Australia in 2018

Previously MD of the Dairy & Drinks business at Lion Pty

Held senior roles at Mars Confectionery & Arnott's Biscuits Ltd

Regional President for Continental Europe for Mars Chocolate

Deep understanding of Australian & international FMCG

#### Over 20 years' FMCG experience, specialising in non-alcoholic drinks throughout Asia, America & Europe

Previously CEO of Bepensa Bebidas (Mexican Coca-Cola bottler)

MD of Europe and International Markets for Deoleo

CEO of Asia-Pacific for Aje Group in Soft Drinks

MD of Acqua Minerale San Benedetto for the Iberian Market

#### **Australia: Factsheet**









**29**NARTD
Brands



**59** Alcohol Brands







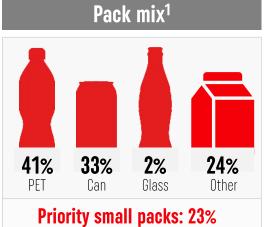








# Volume mix<sup>1</sup> 19% - NARTD - Coffee - Alcohol 92% Hydration 19% - Coca-Cola - Flavours, Mixers & Energy - RTD Coffee, Tea, Juices & Other 19% - With the control of the control of



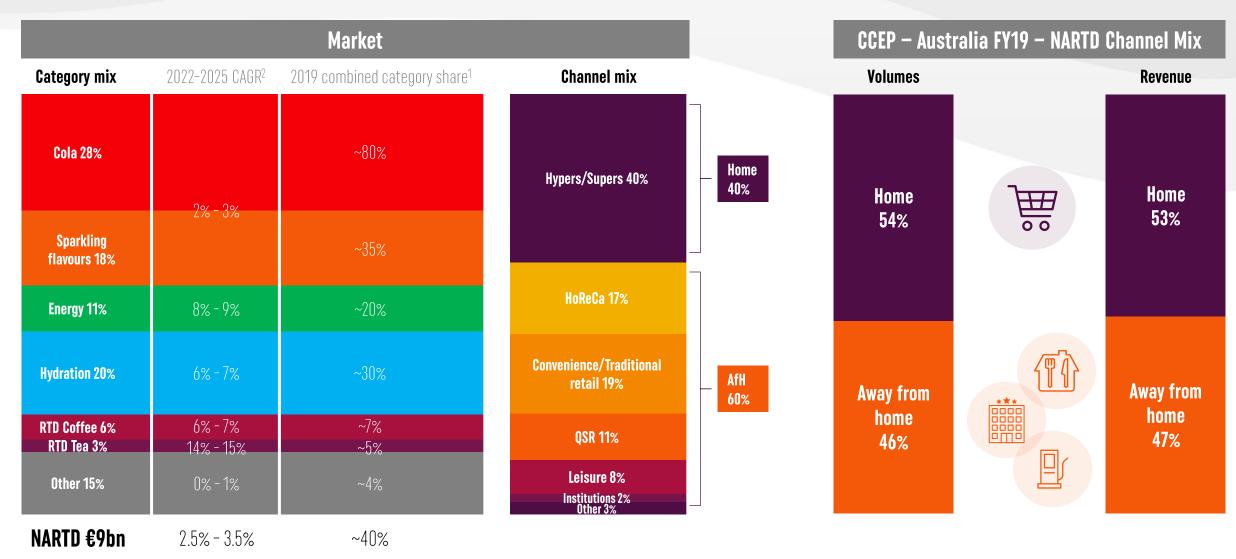
#### Sustainability



 ${\sf Reduction^2}$  achieved sugar grams per 100ml

#### **Australia:** NARTD category & channel mix





#### **Pacific:** Factsheet



#### Key facts





**36**NARTD
Brands



4 Alcohol Brands







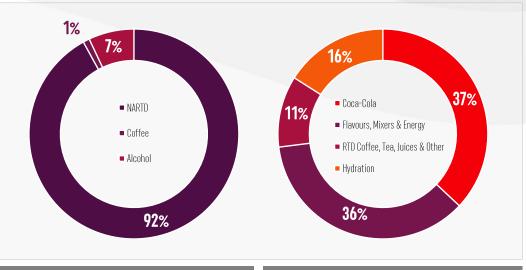




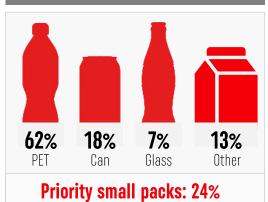


# **Brands FCCC: 79%** API: 15% OTHER: 6% Ministrat

#### Volume mix<sup>1</sup>



#### Pack mix<sup>1</sup>



#### Sustainability

100%

rPET for all single serve plastic bottles

Electricity from renewable sources<sup>3</sup>

100%

9%

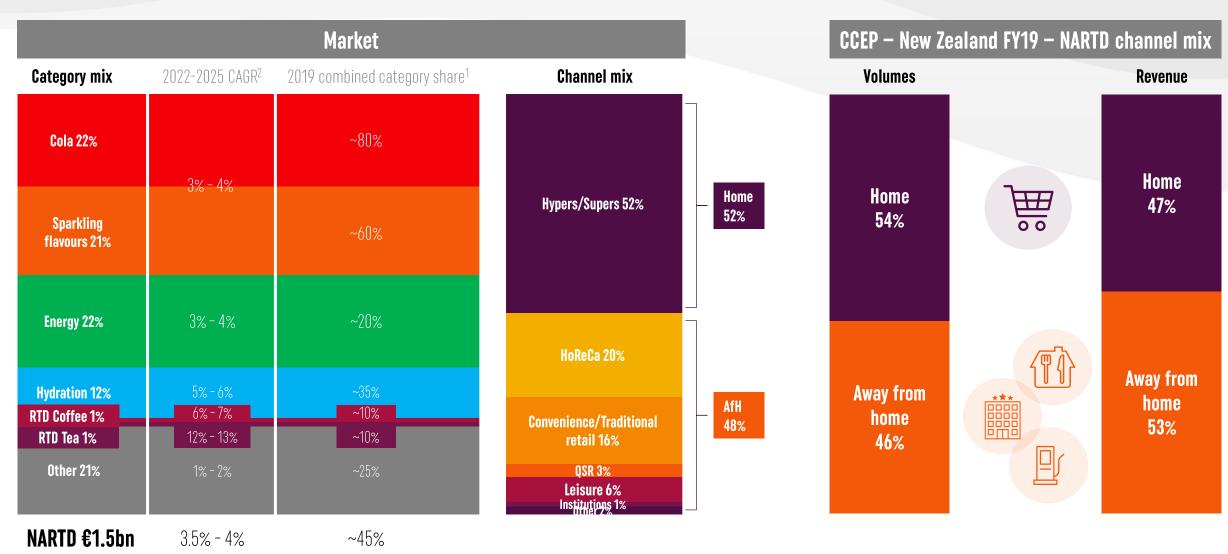
Reduction<sup>2</sup> achieved sugar grams per 100ml

All figures include New Zealand & the Pacific Islands unless stated otherwise

- 1. 2020 volume and pack mix (unit cases); rounded to nearest percent
- 2. 2020 vs 2015 reduction in sugar grams per 100ml
- Now Zooland only

#### NZ: NARTD category & channel mix



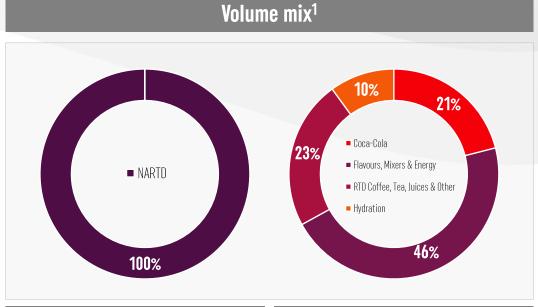


#### **Indonesia:** Factsheet



# Key facts 210M Unit Cases €577M Revenue Note that the second of the







Pack mix<sup>1</sup>

#### Sustainability

**17.2%**Reduction<sup>2</sup> achieved in sugar grams per 100ml

**35%**Reduction<sup>2</sup> targeted in sugar grams per 100ml by 2025

1,600

Megalitres of water replenished annually

All figures include Indonesia & Papua New Guinea

473K Customers

**6K** Employees

**19** Warehouses

**274M** Population

337K Coolers

**10** Production Sites

<sup>1. 2020</sup> volume and pack mix (unit cases); rounded to nearest percent

<sup>2.</sup> Since 2015

#### **Indonesia:** NARTD Category & channel mix



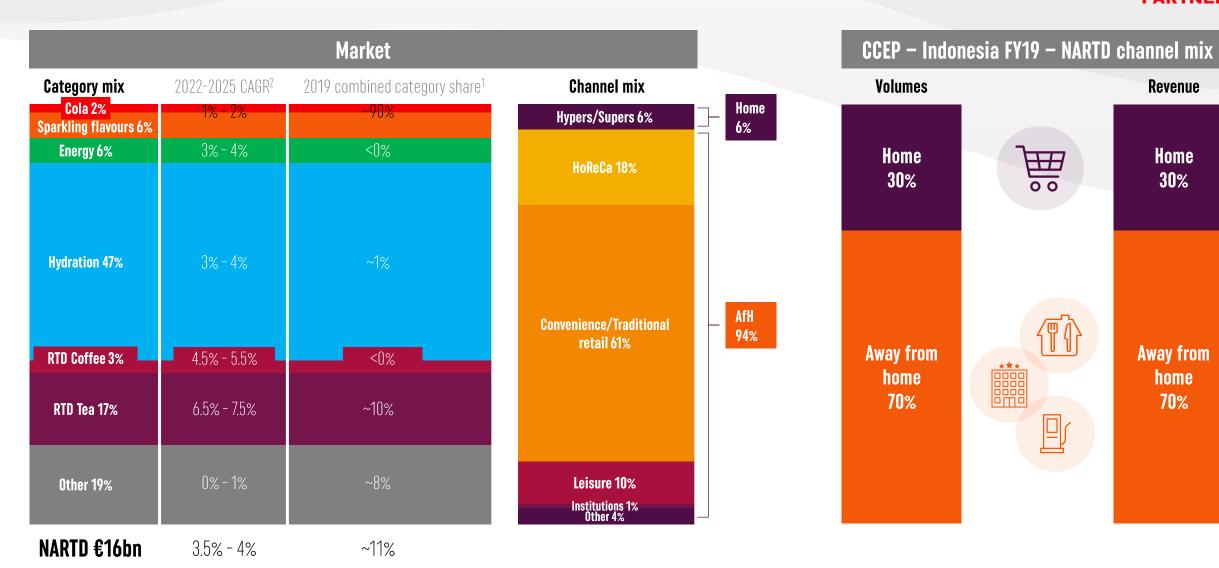
Revenue

Home

30%

home

70%



<sup>86</sup>