

## Chief Executive Officer's Letter

Dear Fellow Team Member:

Coca-Cola HBC depends on the **trust** of its customers and consumers, and of the communities where we operate. We all have an obligation to earn that trust every day.

Our culture in the workplace and our success in the marketplace have always relied on our **values**: Winning with Customers, Nurturing our People, Excellence, Integrity, Learning and Performing as One.

In the workplace, we treat each other with respect, and we value the contributions of every member of our team. We know that we can only be successful if we create an **inclusive, fair and positive working environment**.

In the marketplace, we compete vigorously, but we are always **lawful and ethical**. We honour our **promises** and **do what is right, not just what is easy**. Above all else, we always act with integrity towards the communities where we live and operate.

Our Board of Directors has approved this Code, and it has been adopted with the full support of our Operating Committee. Every employee is expected to comply with the Code as part of his or her employment duties.

The reason we are launching this new version of the Code now is to: respond to recent developments in certain areas, such as privacy and personal data protection; provide clarity on commonly asked questions, such as conflicts of interest; and communicate with you through a document that is simple and direct, giving you practical guidance on individual responsibilities.

The one piece of personal, practical advice I would like to offer you is: always speak up. Promote our values. If you are in doubt about the rules in this Code, ask questions. If you have observed potential violations of the Code, report them. This can be done anonymously if you choose.

Our aspiration is to be one of the most trusted and respected companies in the world. I ask each of you to join me in making a personal commitment to living our values and abiding by this Code in everything we do. This will not only promote the success of Coca-Cola HBC but also allow us to share a genuine sense of pride, every day, in coming to work for Coca-Cola HBC.

Sincerely,

Zoran Bogdanovic  
Chief Executive Officer

