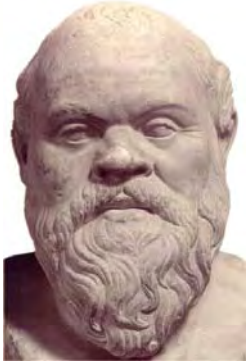


Watching Reputation Grow

Rome
24th October 2008

Anthony Baynes

What is Reputation?



...it is like fire; once you have kindled it you may easily preserve it, but if you extinguish it, you will find it an arduous task to rekindle it again.

Socrates (469 BC - 399 BC)



A good reputation is more valuable than money.

Publilius Syrus (~ 100 BC)

21st Century Thinking

- “It takes twenty years to build a reputation and five minutes to destroy it.”

Warren Buffet

- “Assets are people, capital and reputation. If any of these are ever diminished, the last is the most difficult to restore.”

Goldman Sachs Business Principles

- It’s what people say about you when you leave the room. It is determined not by what you want to be, but what you are.

Tony Baynes

Function Vision

Build and maintain a solid positive **reputation** for our company and the brands we serve.

Be perceived as a **credible partner**, internally and externally, that **adds value**, communicates in an **open transparent** manner, **builds trust** and relationships and manages the four key areas of reputational strength, Environment, Workplace, Marketplace and Community, within a robust framework of governance.

Influence and encourage key stakeholders to take appropriate action.

Good Reputation Creates Value

- Consumers desire to do business with you
- Pressure groups & NGOs work with you
- Employees pride and retention increases
- Investors confidence to put their money with you
- Legislators inclination to help not hinder you
- Journalists disposition to report positively or negatively about you
- Suppliers work with you to expand opportunities

Reputation vs Image

Reputation:

- Corporate actions and behaviour that create trust
- Serves as a reservoir of goodwill in time of crisis
- **Is what you are, not what you want to be**

Image

- Belief and personal evaluation in a company or brand
- Directly tied to the company or brand not to its actions
- **Is what you want to be, not what you are**

- If image is positive, reputation may improve
- If reputation is positive, image will improve
- **Reputation evolves more slowly than Image since it is tied to actions**

Reputation vs Brand

Brand:

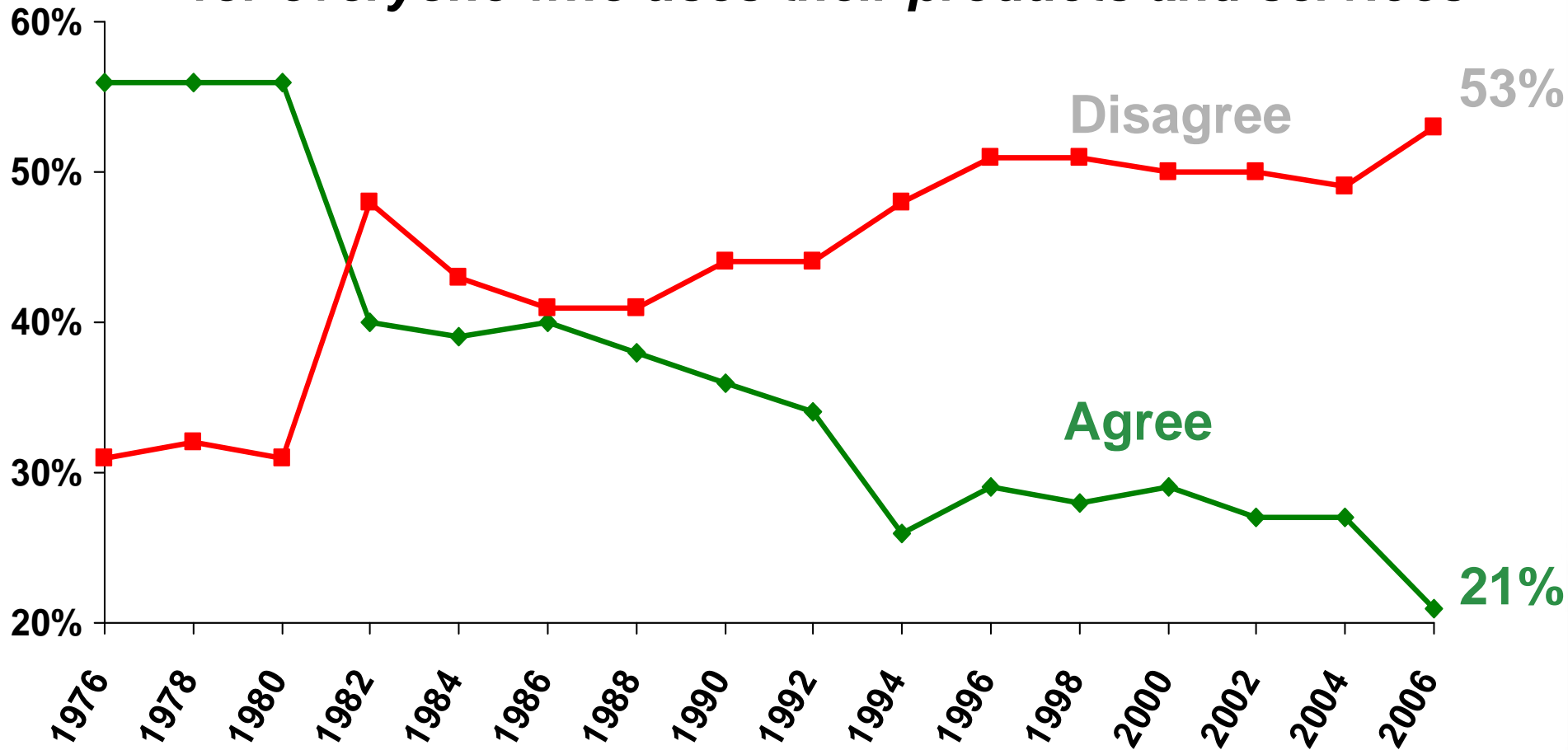
- What differentiates us from the competition
- Marketing of the company including advertising and publicity
- Refers to logos and names of companies and products
- **It's how we present ourselves - what we create**

Reputation:

- Cannot be enhanced by just a name change.
- Larger concept... it includes other elements often referred as “Emotional Capital” of the company.
- **Our status in the minds of others – it's what we earn**

Need for a new basis of trust

“The profits of large companies help make things better for everyone who uses their products and services”



Less than 50% trust business in Europe

Q How much do you trust each institution to do what is right?

Europe

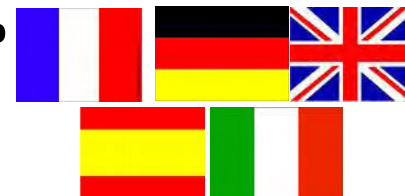
NGOs



Business



Government



USA

NGOs



Business



Government



Asia

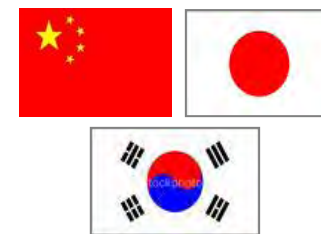
NGOs



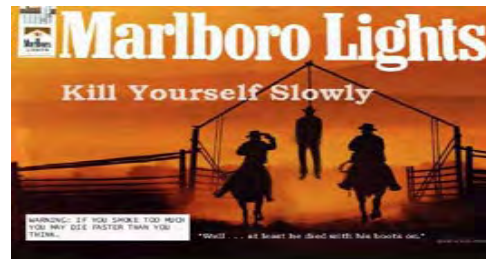
Business



Government

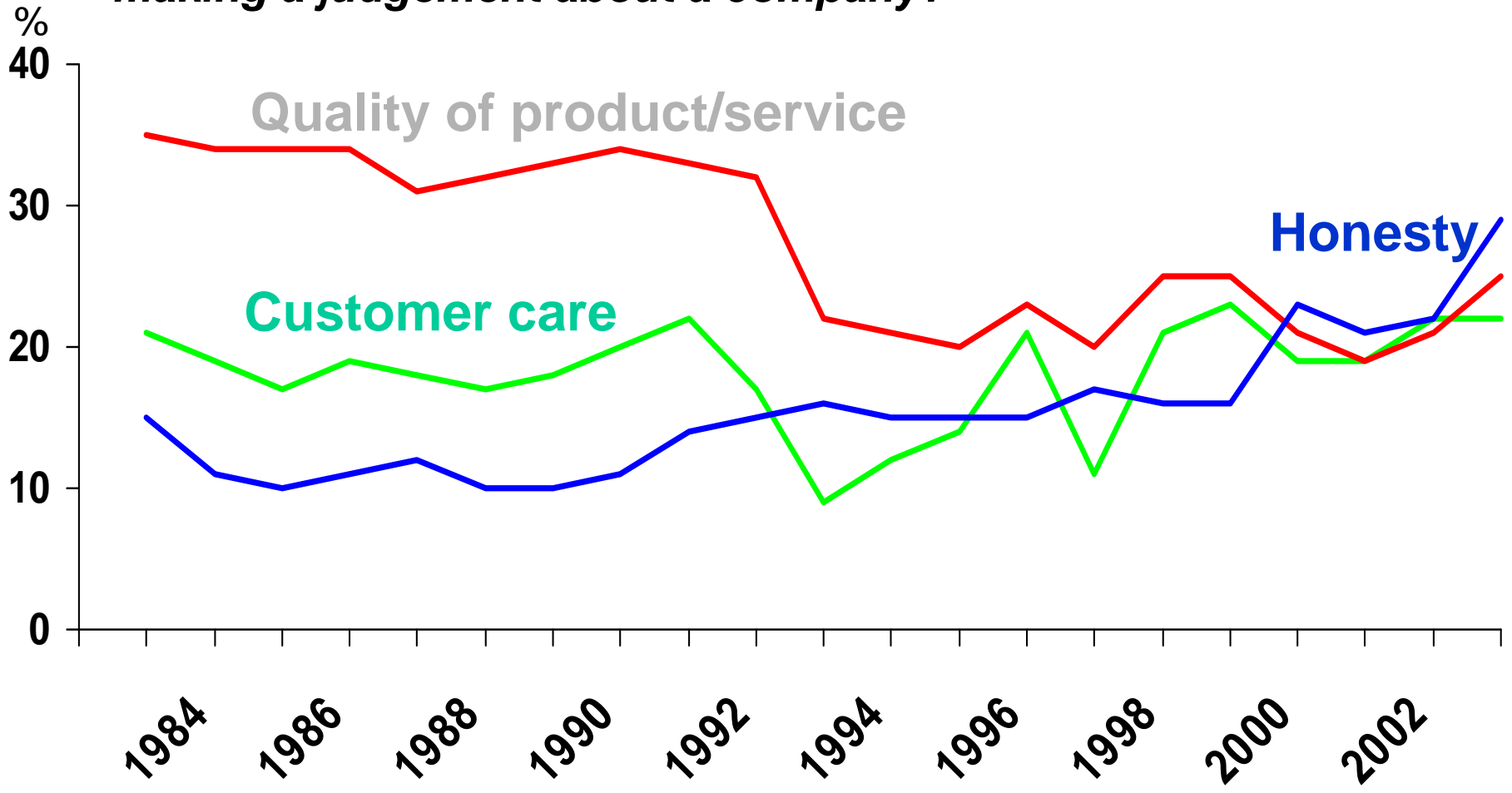


Big Companies are Vulnerable



Growing Importance of Honesty

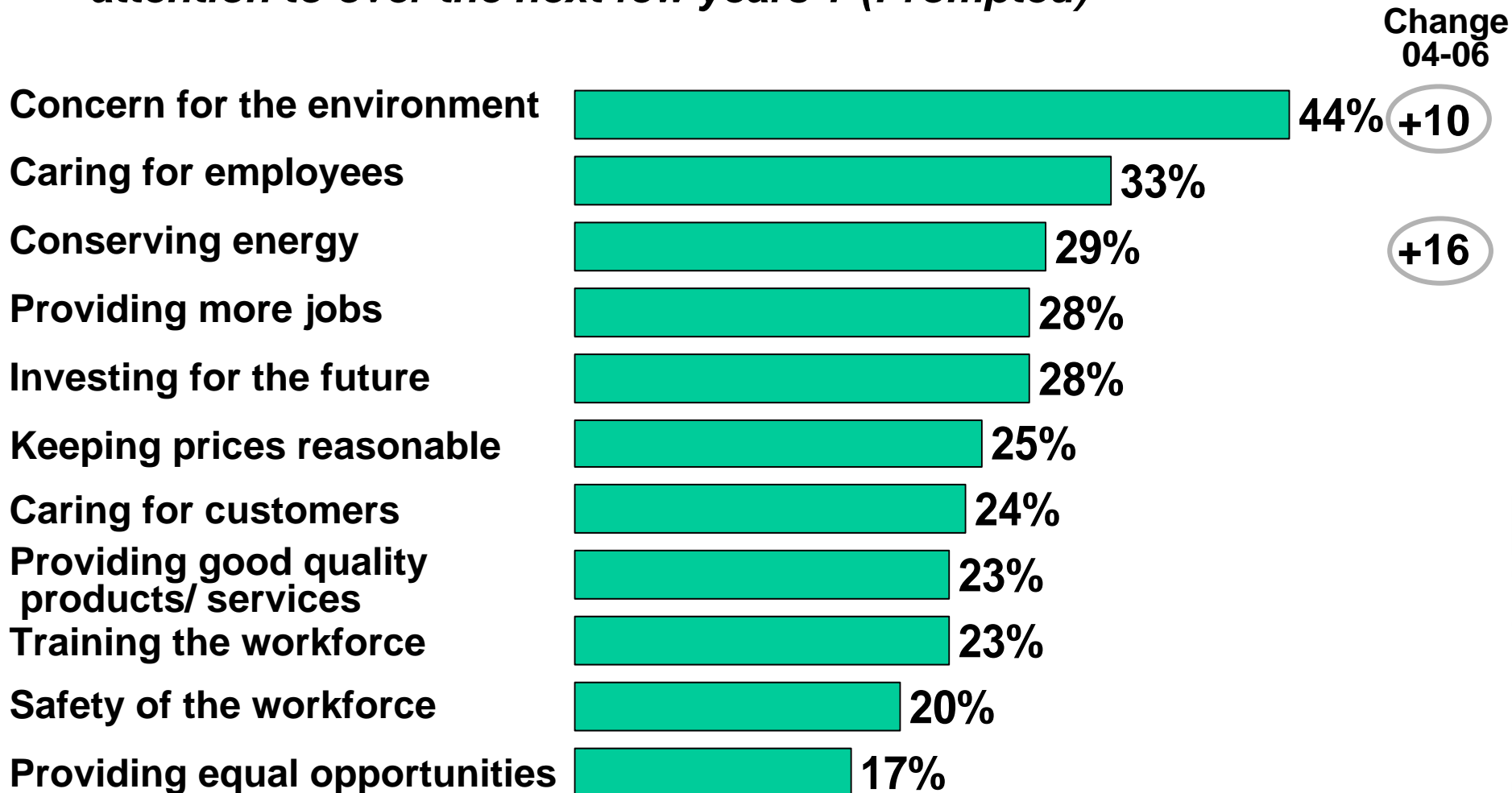
Q What are the most important factors you take into account when making a judgement about a company?



Base: GB adults aged 15+ (c.1,000/2,000), MORI's General Public Corporate Image Survey

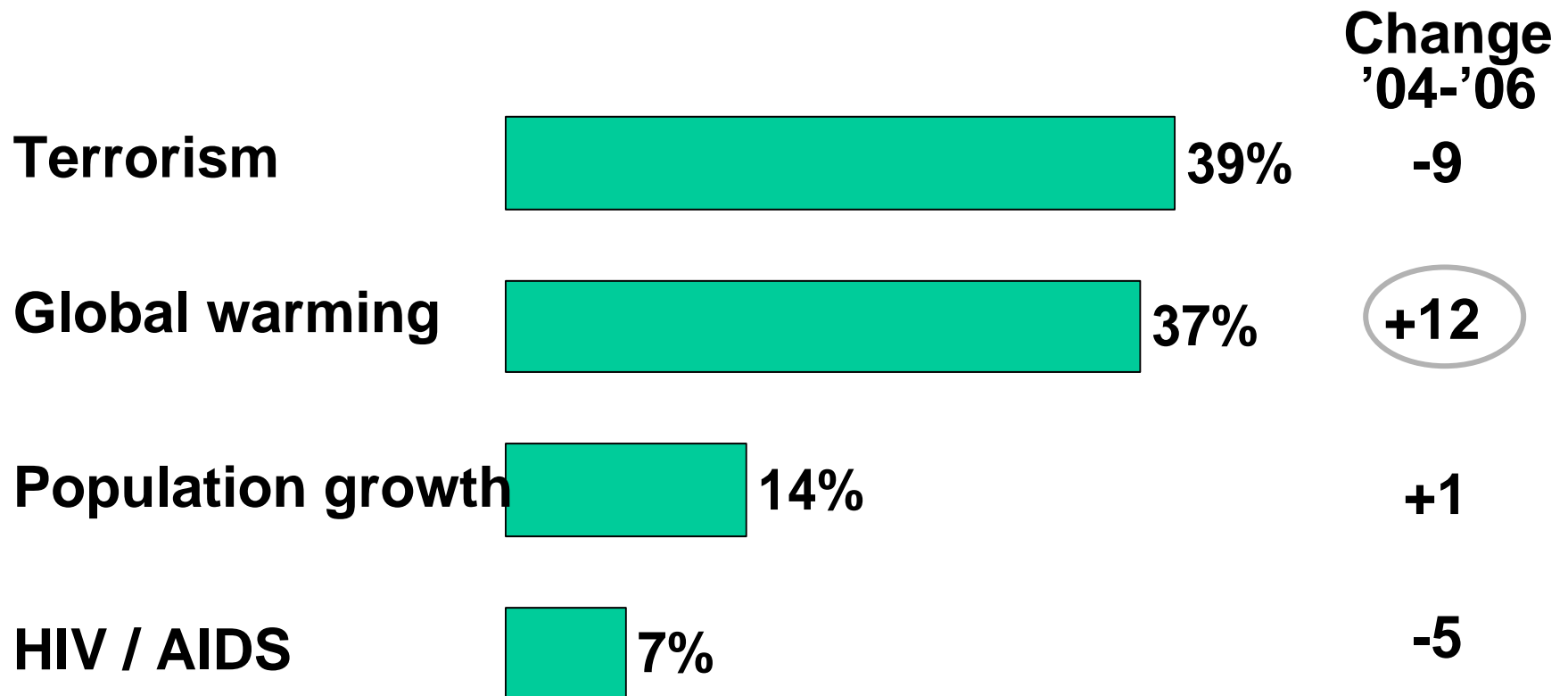
Environment Moves Up the Agenda

Q Which three or four do you think companies should pay particular attention to over the next few years ? (Prompted)



. . . especially Global Warming

Q *I am now going to read out four issues facing the World today. Please can you tell me which, if any, of these is the most serious threat to the future wellbeing of the World?*



Key Drivers of Opinion

Highest
impact

Drivers of favourability

Integrity

Environmental responsibility

Stands up for human rights

Long-term perspective

Setting standards

Communications



A Good Place To Be

*They are the
gold standard of
their industry*

Business Leader

*I'm favourable
because of the effort
it makes to take into
account local people,
land and
environment*

Media

*I am filled with admiration for
this company and will have no
word said against it in my
presence*

Government

A Bad Place To Be

They have their heads in the sand. Their environmental efforts don't go much beyond public relations

Business Leader

They are one of the world's largest companies and haven't taken the leadership or responsibility they should have

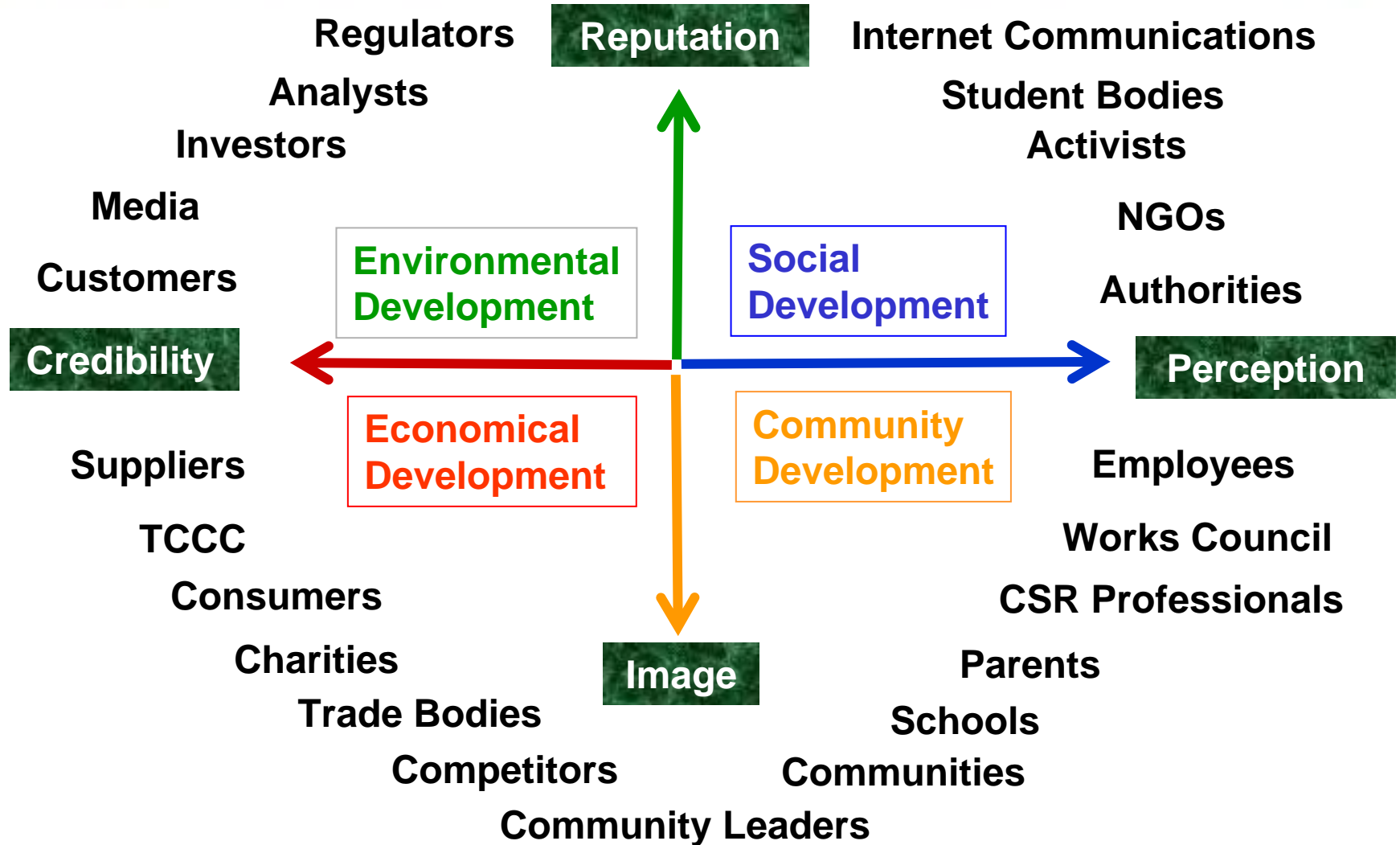
Government

It looks like the fall of the Roman Empire

Media

Stakeholders	Engagement
Consumers – 540 million people	Consumer hotlines, surveys, research, focus groups, plant tours, websites
Customers – 1.4 million retailers	Account management teams, newsletters, events, surveys
Employees – 41,000 staff	Engagement surveys, management briefings, meetings, negotiations with representatives, grievance procedures
Communities – local, national and international communities	Plant visits, public policy debates, community meetings, partnerships, sponsorships, lectures at universities
Governments – local, national and European	Public policy debates, discussions, trade associations, industry groups, advisory councils, local chambers of commerce
Investors – institutional and individual	Annual shareholders’ meeting, quarterly briefings and roadshows, webcasts with investor participation, dialogue with analysts and financial media
Suppliers of ingredients, packaging, equipment, services	Recycling organizations, packaging associations, joint projects, meetings
Civil society – NGOs and other bodies	Memberships, engagement, partnerships
The Coca-Cola Company - partner, shareholder, supplier	Senior management forum, Top-to-Top Council, Coca-Cola Environment Council, Global Quality Standards Board, Corporate Responsibility Core Team, joint projects, daily interaction

Mother Nature



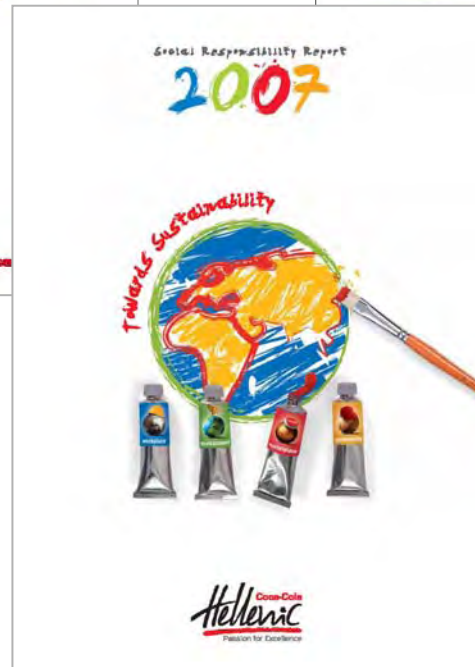
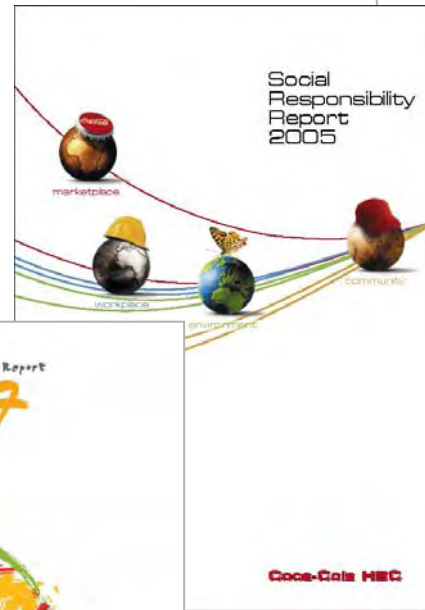
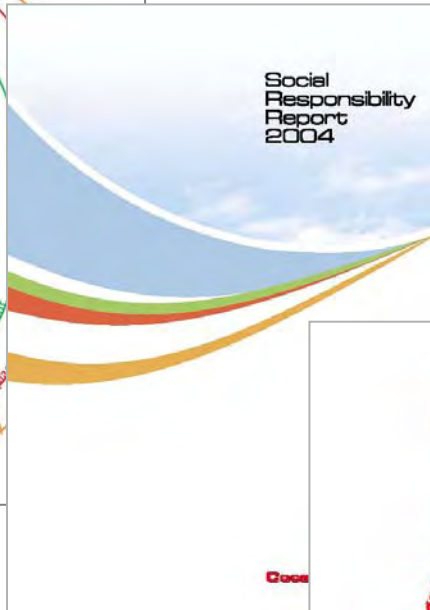


Meeting External Standards

- ISO 9000 Quality
- ISO 14000 Environment
- ISO 22000 Food Safety
- OHSAS 18000 Health and Safety
- FTSE4Good Listing
- Greenhouse Gas (GHG) Protocol Reporter
- DJSI Europe and World Listing 68/69
- London Benchmark Group
- GRI Reporting
- UNGC Reporting – Notable Reporter



5 Years of Reporting



www.cchbc.com

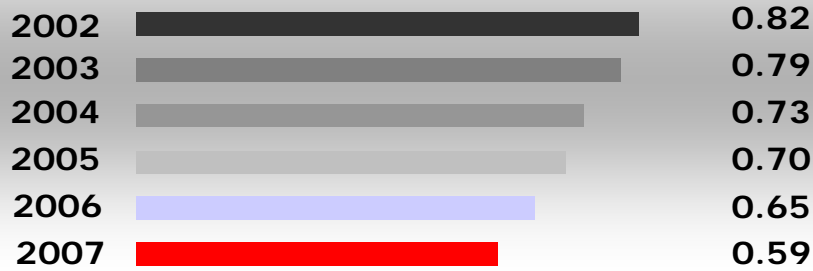
www.cchbc.com

Progress towards meeting environmental goals

Energy ratio

MJ/lpb

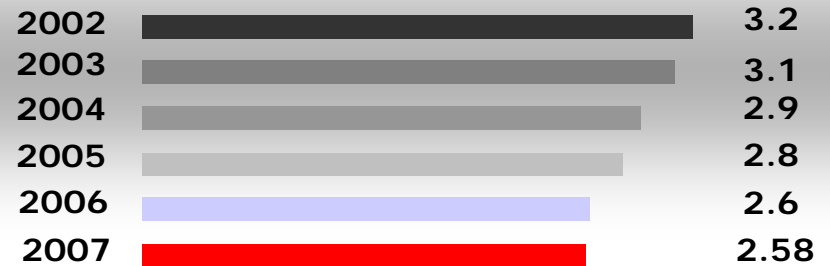
↓ 28%



Water use ratio

Litres per lpb

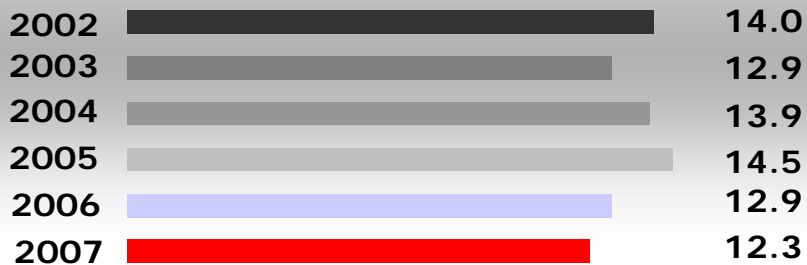
↓ 19%



Plant Solid waste ratio

g/lpb

↓ 12%



Plant Solid waste recycling ratio

↑ 32%



Global Participation & Recognition



- Participation on UNGC industry panel
- Named UNGC "Notable Reporter"
- CEO Water Mandate founder signatory
- Caring for Climate founder signatory
- Bali Communiqué signatory
- Recognised by UN Secretary General as a Leader
- UNGC Participation in Hellenic stakeholder engagement
- Operations supporting Local Networks
- Invitation to participation with UNECE

15 CHP Plants Announced



“This initiative shows that CSR is not about words but about changing reality. It demonstrates that environmental and economic goals can be pursued in unison. It also demonstrates how innovation is not just a driver of economic competitiveness, but can also underpin business contribution to wider societal goals, such as the fight against climate change.”

European Union Vice President,
Commissioner Gunter Verheugen

Leaders in Responsible Marketing



"I have particularly noted the commitments... on marketing, advertising and commercial communications... accompanied by proposals for a range of key performance indicators

EU Commissioner Markos Kyprianou



"The commitments are at the extreme end of best practice".

Robert Madelin, Director General,
DG Sanco, European Commission

Community Awards & Recognition

Coca-Cola HBC Bulgaria captures country's most prestigious PR award

Coca-Cola HBC Bulgaria's first national book donation campaign is encouraging children to read and garnering recognition of the company's social responsibility activities.

Poland wins "Partner of the Year Award" in the Drinks, Juice and Waters category organized by Restaurateur magazine. Kropla Beskidu named "Brand of the Year" by Media & Marketing.



Emotion Marula Wins Best Ingredient Innovation Award



Coca-Cola Life wins gold award in Belfast

The Coca-Cola Life magazine was honored with a "Gold Award" by the Institute of Public Relations at the Northern Ireland PR Awards Ceremony held at the Europa Hotel, Belfast in November.

The prestigious PR award ceremony recognized the work of hundreds of PR professionals and teams from all sectors across Northern Ireland.

Presented are: Marie Campbell and Nina Stewart from Coca-Cola Bottling (Ireland), receiving the award from IPR presenter Pamela Gallagher (center).

Coca-Cola judged Hungary's most trusted soft drink brand



European Trusted Brands is a multi-country study of consumer attitudes and opinions specifically related to everyday products and services. The survey, which is financed by Reader's Digest magazine, is conducted annually among consumers in 12 languages across 14 European countries. In order to allow for tracking over time the basic format and content of the questionnaire has remained the same each year since it

Avra awarded "Best Bottle in Glass" and Avra Bloom "Best Children's Concept" in Mexico

Belarus Brand of the Year



has garnered the 2006 Belarus Brand of the Year gold medal by the Ministry of Economics of Belarus, the National Fair, and the brand consultancy firm Saito.

Recognition as a Good Employer



Italy 3rd Great Place to Work



CCHBC Ukraine, The Company that inspires

- ❖ Best employer for Polish students
- ❖ Most desirable workplace - Irish students
- ❖ Certificate of excellence in HR Management Croatia
- ❖ “Best Employer” by the Selectio Group in Serbia

Internal Recognition through Volunteerism

We have ignited a passion in our employees. Ordinary workers, the people who drive our trucks and sell our brands feel proud that their company cares. They want to volunteer, they want to help...and they do. Some examples:

- Belarus - Yelnya Bog Conservation
- Greece - Mission Water
- Danube Day Activities – 10 countries
- Ukraine - Dnepr Day + Green Teams
- Russia: Volga – Green Teams, Vladivostock Coastal Clean, Oriel National Park
- Poland – Vistula River, Kropla Beskidu Project
- Ireland – Mission Clean Coast, MENCAP Project
- Baltics - Coastal Clean Up
- Croatia – Gatska River
- Italy –
- Serbia – Volunteer Club UNDP & Media
- Green 003 Romania – 2100 volunteers, 10,000 trees planted, 450 km riverbank cleaned, 70 tons garbage collected

Recognition for Community Water Partnership

- **Danube Partnership wins four global awards:**
 - Thies Riverprize, Brisbane – Best River Basin Partnership
 - World Water Week Stockholm
 - CSR Europe, Brussels
 - BottleWaterWorld, Mexico – Best Sustainability Initiative
- **External Bodies offer partnership and recognition:**
 - EU awards €1.5 million to CC Hellenic/WWF Hungary project
 - UNDP grants CCH Romania €2.5 million for Vatra Dorna
 - CC Hellenic Ireland named Corporate Champion by UNESCO



Leading in Packaging Recycling

Bottle to Bottle PET-to-PET
Project in Austria hailed:

“This demonstrates perfectly what a successful environmental policy should look like. It is the perfect solution for the environment, economy and consumer!”

Josef Pröll

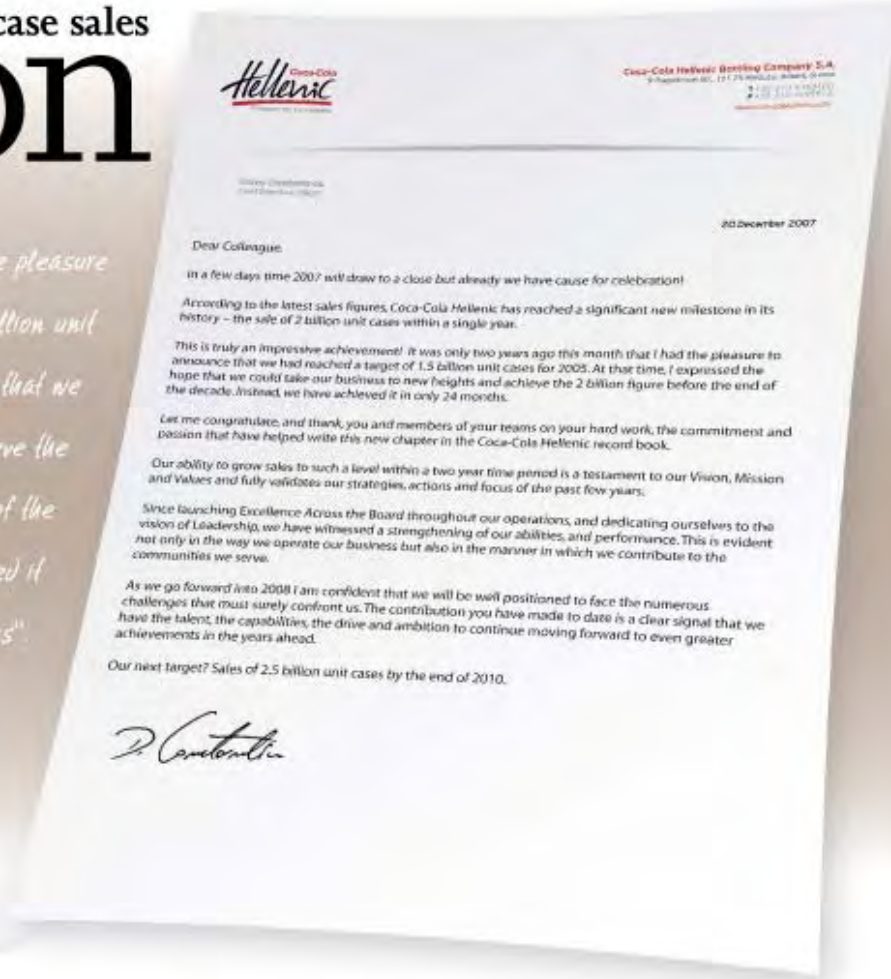
Minister of the Environment



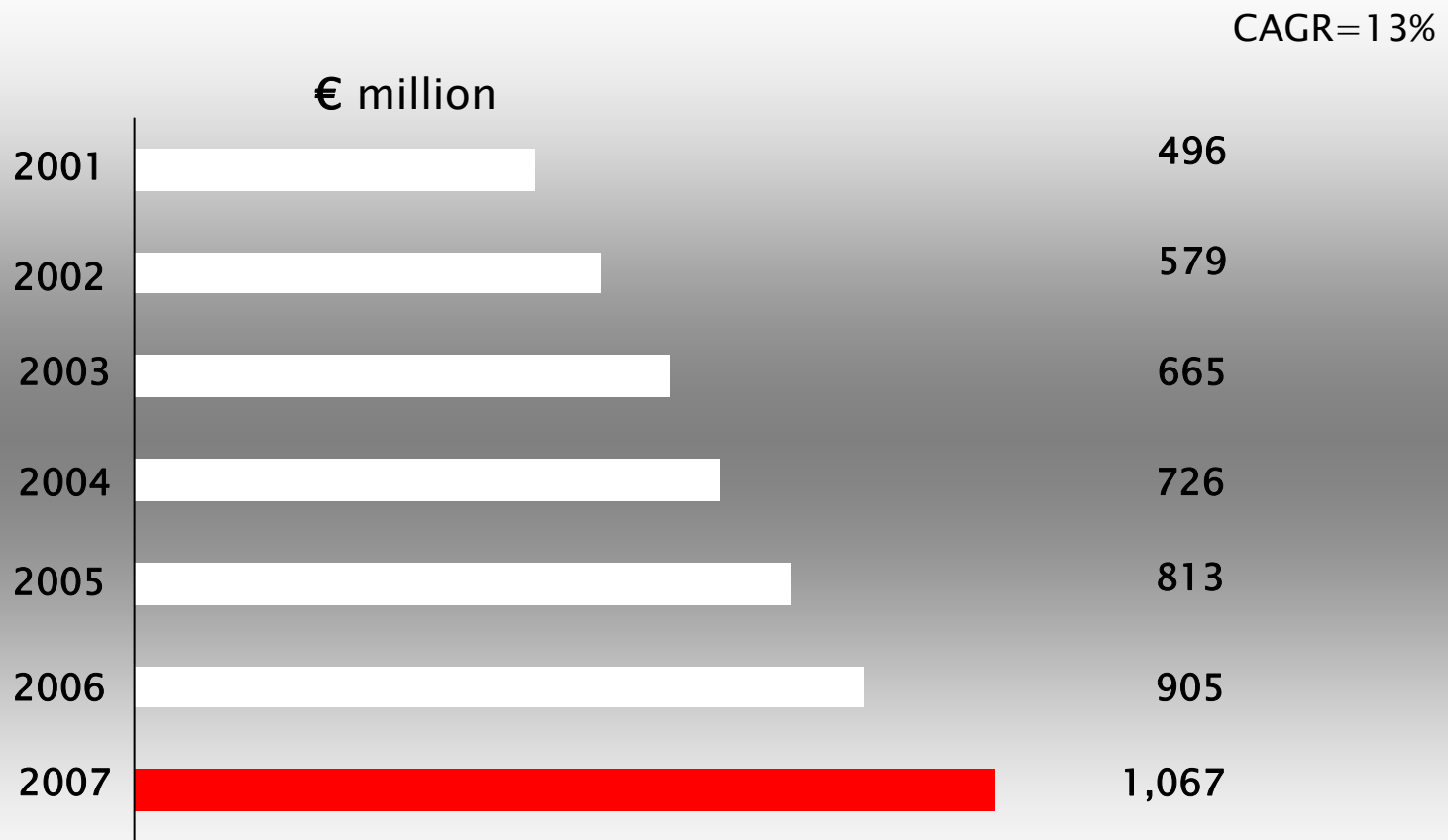
GREENERGY

2 billion unit case sales

"It was only two years ago this month that I had the pleasure to announce that we had reached a target of 1.5 billion unit cases for 2005. At that time, I expressed the hope that we could take our business to new heights and achieve the 2 billion figure before the end of the decade, instead, we have achieved it in only 24 months"

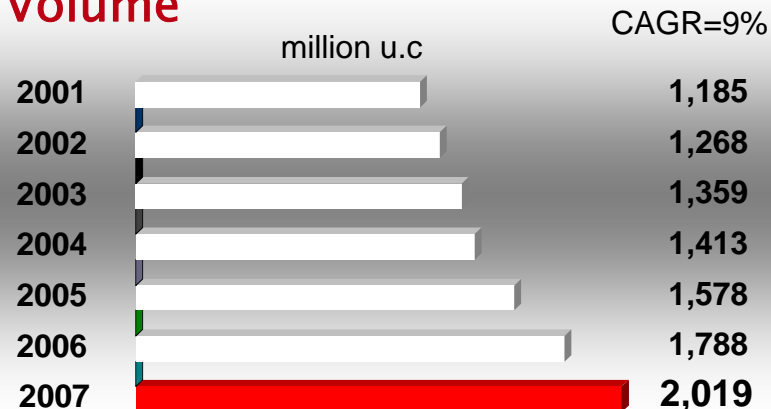


1 Billion Euros of EBITDA

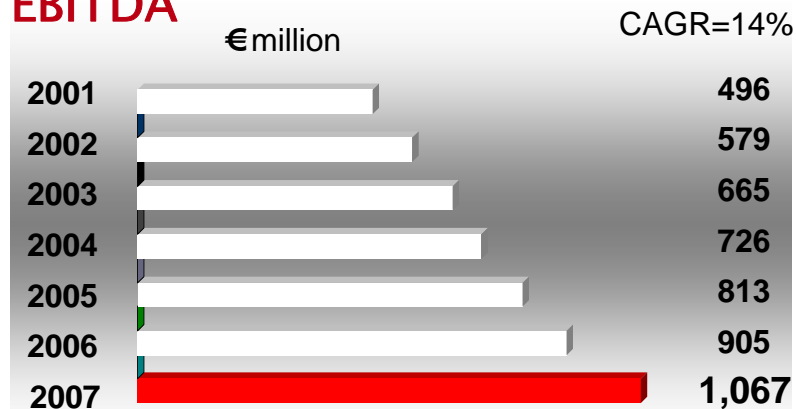


Seven Years of Continuous Growth

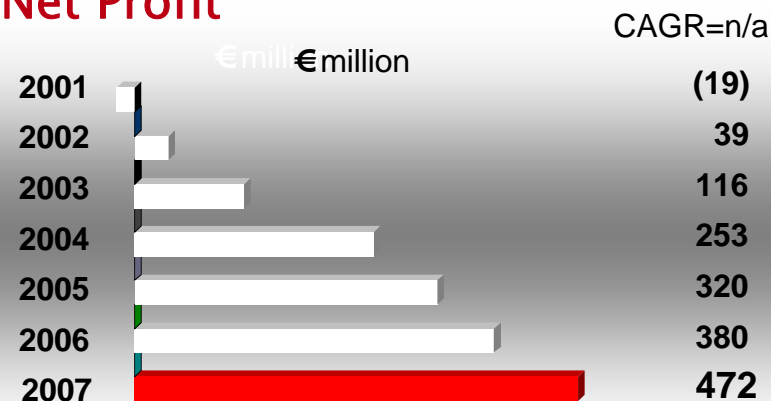
Volume



EBITDA



Net Profit



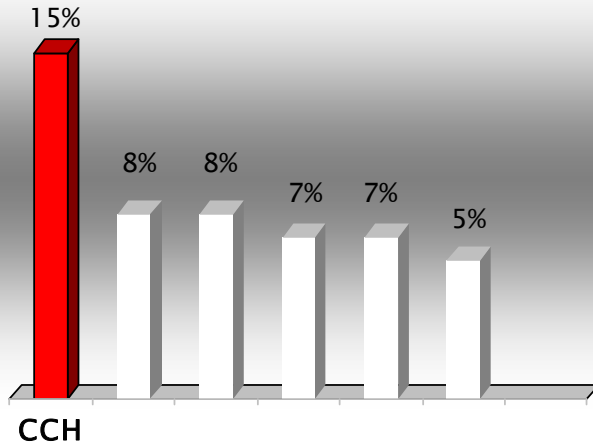
Return on Invested Capital



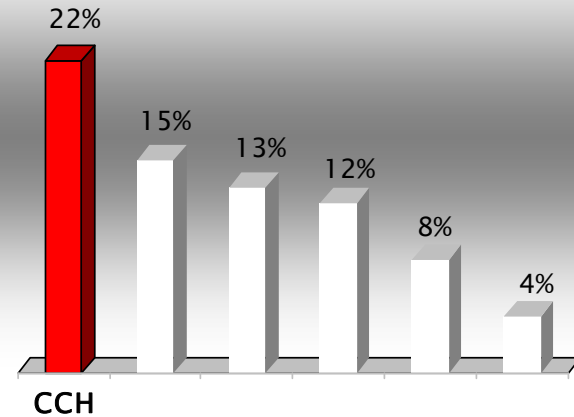
Note: Financial indicators (EBIT, Net profit) include the results of the acquired entities and exclude the recognition of pre-acquisition tax losses, restructuring costs, exceptional items and, up to 2004, the amortisation of indefinitely-lived intangible assets.

Scoring Very High vs Peer Group

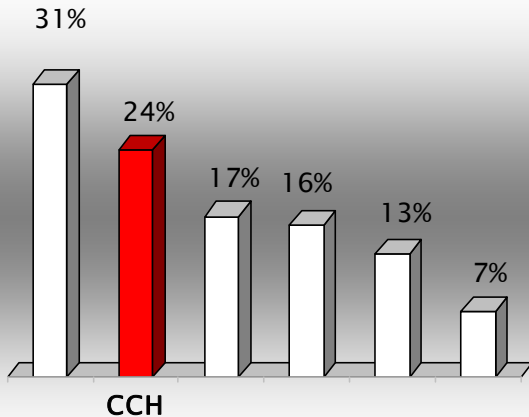
Change in Revenue (2007 vs 2006)



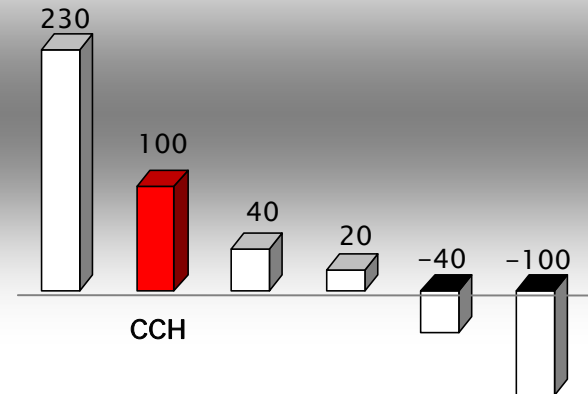
Change in EBIT (2007 vs 2006)



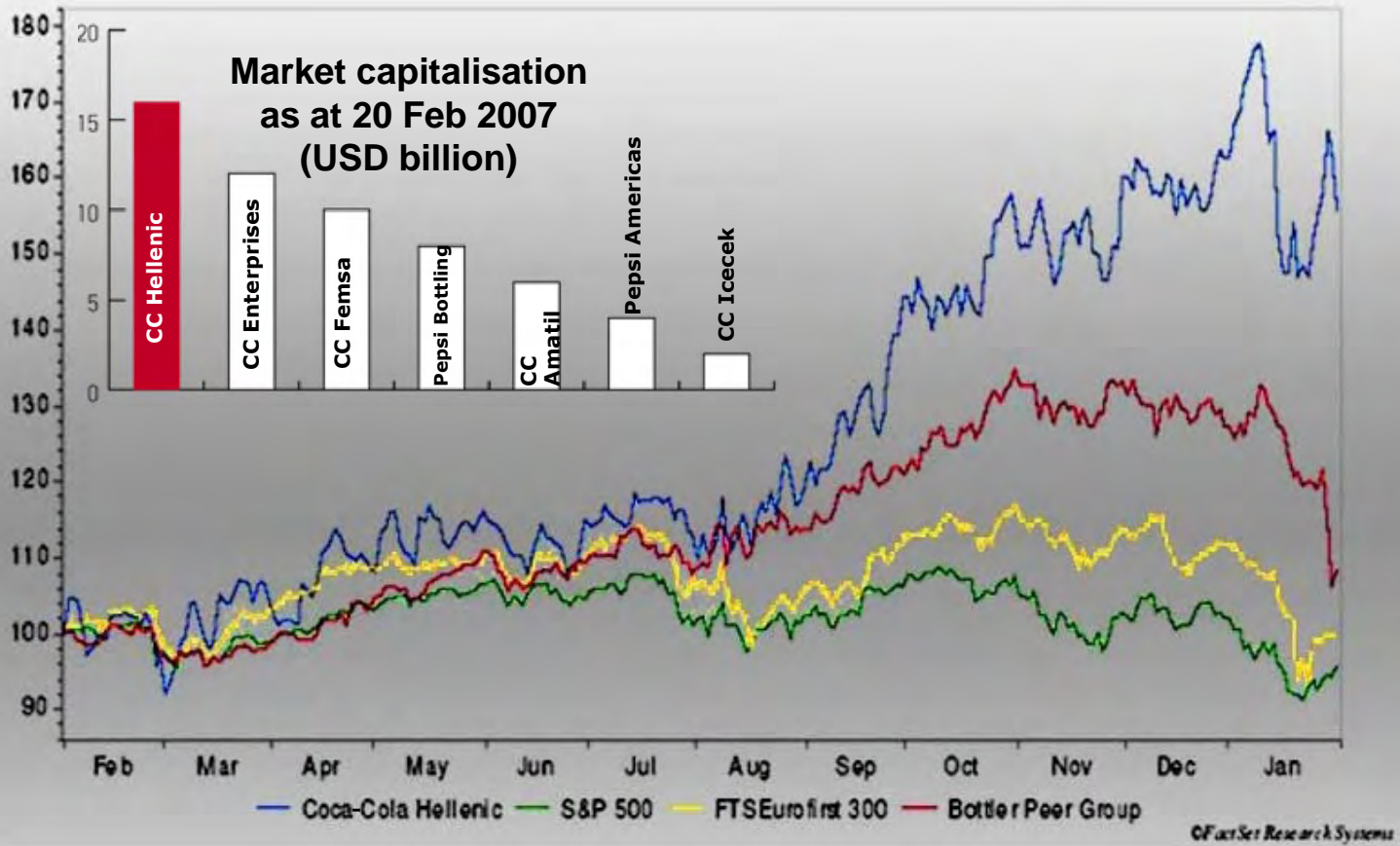
Change in EPS (2007 vs 2006)



Change in Gross Margin bps (excluding Fonti Del Vulture) [2007 vs '06]

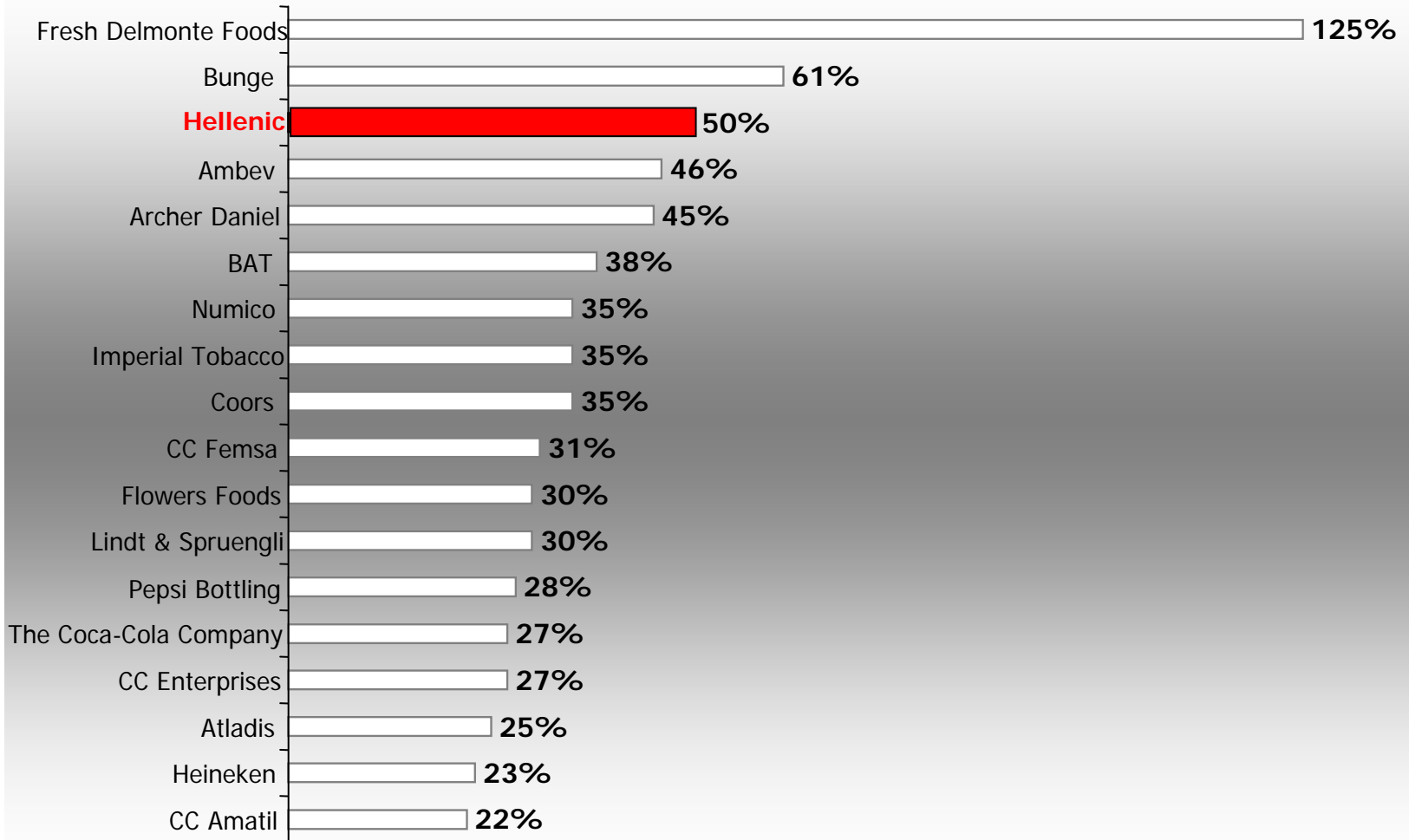


Hellenic Stock Outperformed Major Stock Indices and Peer Group in 2007

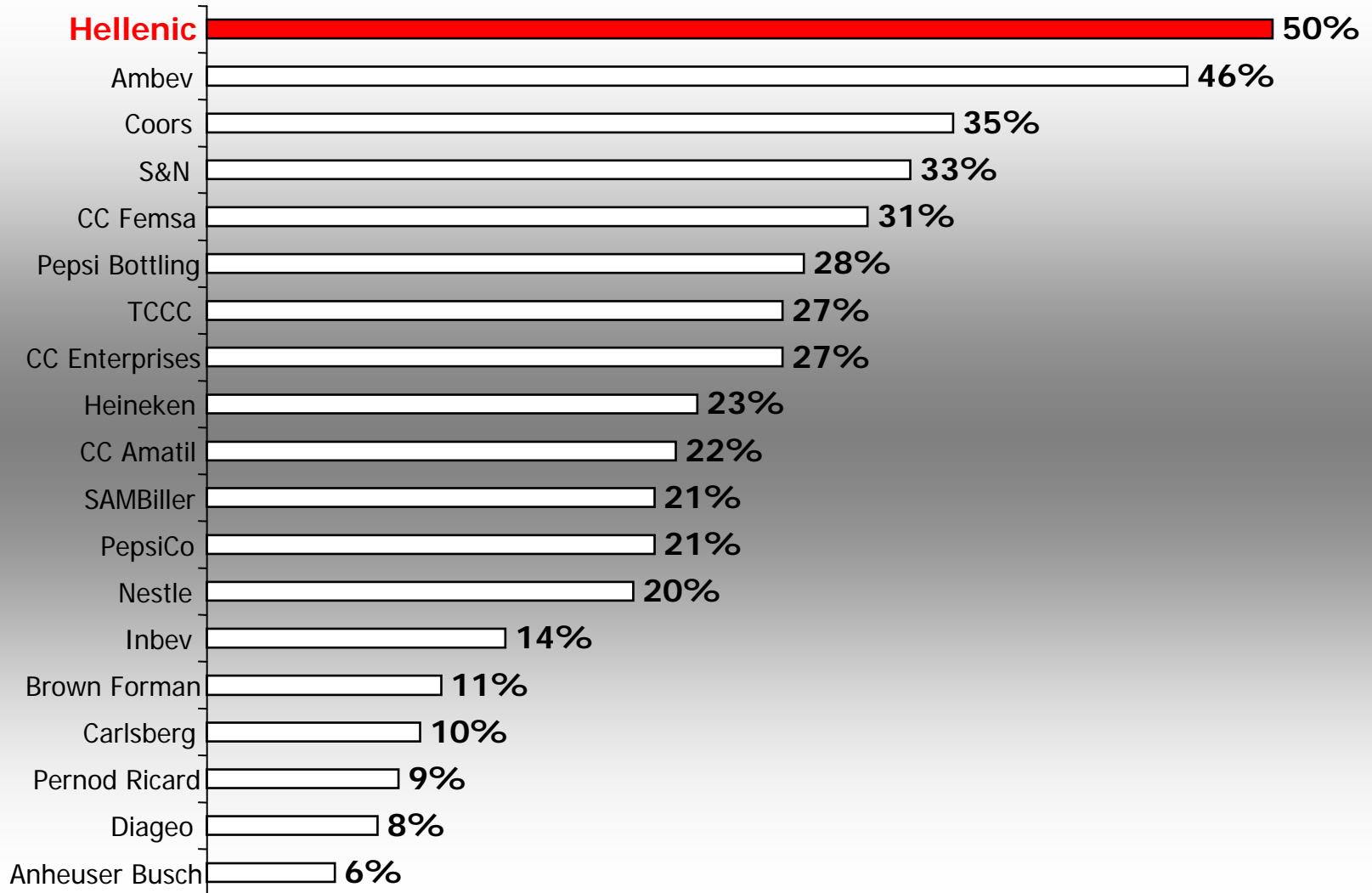


Coca-Cola Hellenic stock price appreciated by 50% in 2007

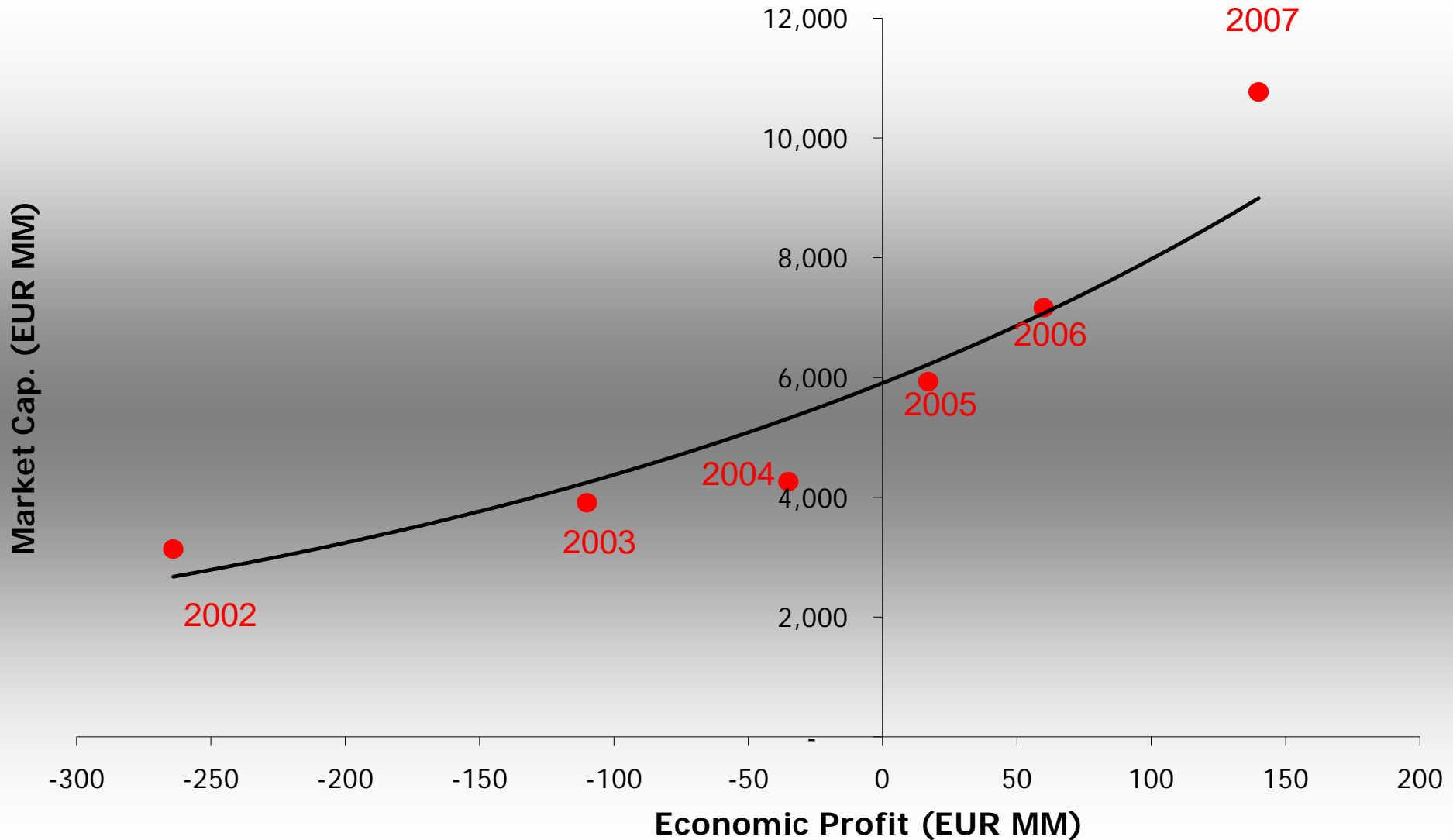
One of the Best Performing Global FMCG stocks in 2007



Number #1 Global Beverage Stock in 2007



Creating Economic Value is Closely Correlated to Share Price Performance



- Delivered world-class, award-winning, reputation-building CSR and Sustainability programmes comprising:
 - Marketplace Initiatives
 - Community Programmes
 - Environmental Leadership
 - Workplace and Human Rights Practices
 - Reporting Standards

'Following further economic deterioration and continued adverse weather in some key markets during the course of the third quarter, we are today revising our full-year guidance. While we remain vigilant with respect to economic developments, we are maintaining our focus on continuing to execute effectively in the marketplace, so as to grow both market share and profitability. In addition, as we enter our 2009 business planning cycle, we are identifying further opportunities to reduce our costs and align our infrastructure to expected volume. The fundamentals of our business remain solid, as proven by the expansion of our market share across most of our territories. We continue to believe that our diverse country and product portfolio place us in an ideal position to maximise positive long-term industry trends and build shareholder value.'

- Volume growth of approximately 4% (6% previously)
- EBIT broadly stable compared with last year (5% to 7% previously)
- EPS broadly stable compared with last year (5% to 8% previously)
- Share Price Closing 22nd October: €10.18

Web Site Screen Shot

Coca-Cola Hellenic - Stock Tools - Microsoft Internet Explorer

File Edit View Favorites Tools Help

Back Forward Stop Home Search Favorites Refresh Print Bluetooth RSS Feeds

Address: <http://www.coca-colahellenic.com/ir/stocktools.php?html=1> Go Links

STOCK CHARTING

INVESTMENT CALCULATOR

HISTORICAL PRICE LOOK-UP

Stock Charting

23.10.2007 22.01.2008 22.04.2008 22.07.2008

23.10.2007 22.10.2008

4,000,000
3,000,000
2,000,000
1,000,000

23.10.2007 22.01.2008 22.04.2008 22.07.2008

1 year

Shares

EEEK (ATHEX)

CCH (NYSE)

CCB (LSE)

Indices

FTSE Eurotop 300

S&P 500

DJIA

MSCI UK Index

MSCI Euro Index

MSCI AC Pacific Free (ex Japan)

Technical Analysis

Moving Average

period:

Momentum

period:

Daily Change

Re-draw

EEEK (ATHEX) at 22.10.2008 14:15 GMT

Latest Value:	EUR 10.18	Price Change:	-63.64%
Latest Index:	-	Index Change:	-
Latest Dividend:	EUR 0.32		
Dividend Yield:	3.14%		
EPS:	EUR 1.300		
P/E:	7.83		
Market Cap.:	EURb 2		

FIDES Quoral Fides service. Data provided by Fides. Click here for restrictions. Data delayed by 15 min.

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