

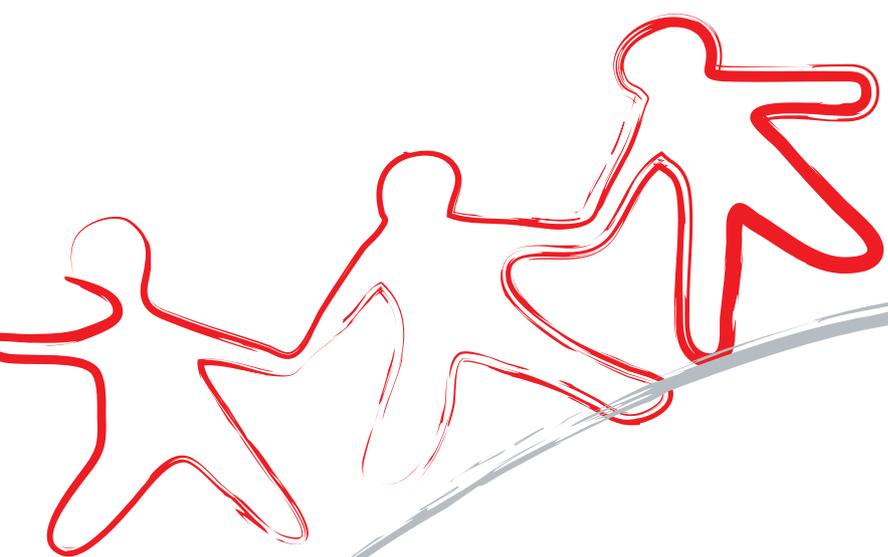


*Made by greeks hands
for the greek people*

ee It takes a new way of thinking to solve the problems that we created by
the old way of thinking ee

A.Ainstein





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A. Clarifications

Scope of our Report

The 2010 Corporate Responsibility Report of Coca-Cola HBC Greece:

- refers to the period 1/1/2010-31/12/2010 (unless otherwise indicated)
- refers to all activities in Greece of Coca-Cola HBC Greece (except our TSAKIRIS S.A. subsidiary).

Principles of our Report

To facilitate the evaluation of its content, our Report follows the basic principles, guidelines and directives "Sustainability Reporting Guidelines" (publication G3, 2006) of the Global Reporting Initiative (GRI), while the following have also been used:

- for the principles of the Report, the UN's Global Compact
- for the content of the Report, the AA1000-Assurance Standard 2008 of AccountAbility
- for the value of social contributions, the London Benchmarking Group model
- for the structure of the Report, the Business in the Community model
- for the presentation of data, the EFQM's RADAR Card.

Development of our Report

We particularly emphasised this year:

- presenting more extensive quantitative indicators and results (see section II-1B)
- using international guidelines on Social Responsibility (GRI, EFQM, AA1000, LBG, BITC, Global Compact)
- responding to issues addressed by Stakeholders within 2010 (see section II-4).

Limitations of our Report

Our company recognizes limitations in the Report it publishes (limitations which it intends to handle in future publications), such as validating and evaluating quantitative data, by an independent organisation.

Data of our Report

Within the effort to focus on presenting quantitative results, the Report:

- covers elements from all operations (production, distribution, offices, sales)
- contains, as a norm, quantitative results for all indicators, at least over the past four years
- contains data from direct measurements; in case estimations are used, this is clearly indicated
- refers to changes in data displayed in past Reports (where this has occurred)
- summarises in a table (see section VII-1) absolute figures of consumption, whereas within the main body of the Report, also efficiency figures are presented.

Terminology of our Report

For convenient reading, please pay attention to the following terms and symbols:

Terms

- The terms "company", "we" and "Coca-Cola HBC Greece", refer to Coca-Cola Hellenic Bottling Company S.A. (which this Report addresses).
- The term "Group" refers to Coca-Cola Hellenic, to which Coca-Cola HBC Greece constitutes a subsidiary.
- The term "Customers" refers to resellers of our products, while the term "Consumers" to the end users of our products.
- The term "Plant" refers to the bottling factories of our company.
- The term "Report" refers to this 2010 Corporate Responsibility Report.
- Terms indicated as "II-3, V-2 etc." refer to the area and section of this Report (for example used in the GRI, Global Compact and Stakeholder Tables). For example the term "III-3A" makes reference to area III (Environment), section 3 (Climate Change) and paragraph A.

Symbols



for further information please visit our Group's web site www.coca-colahellenic.com



for further information please visit our Company's web site www.coca-colahellenic.gr



Case Studies are indicated

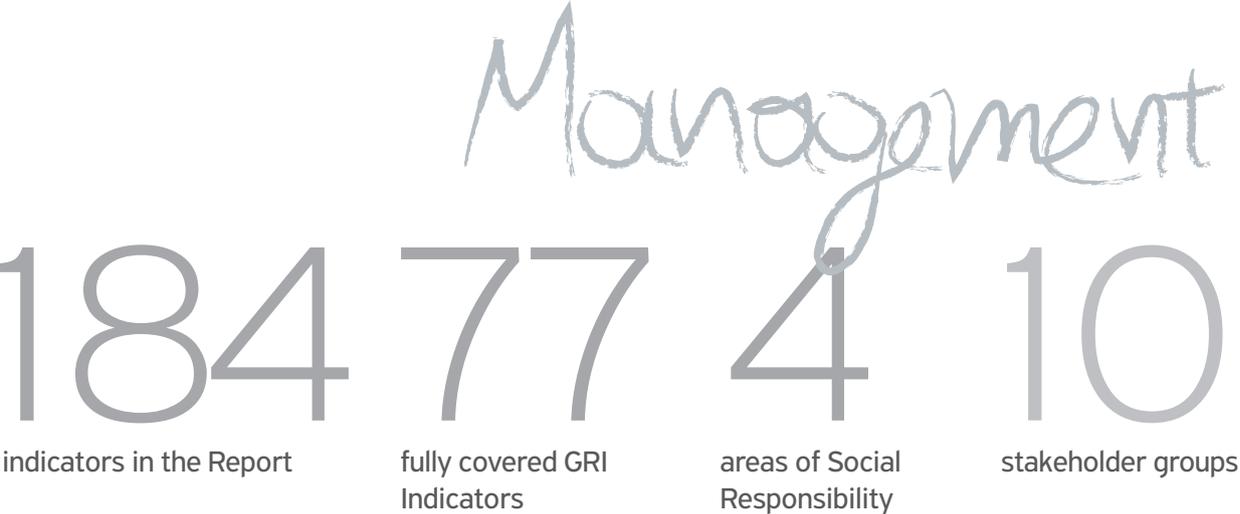
Comments on our Report

This Report is one of the main tools to discuss and collaborate with our Stakeholders, a means to communicate with them. For this reason, we welcome your comments, thoughts and remarks.

Kindly forward your comments to: Mrs. Matina Tzourou, Communications Officer Coca-Cola HBC Greece
60, Kifissias Avenue, Maroussi, 151 25, Fax: +30-210 6381900, E-mail: csr@cchellenic.com

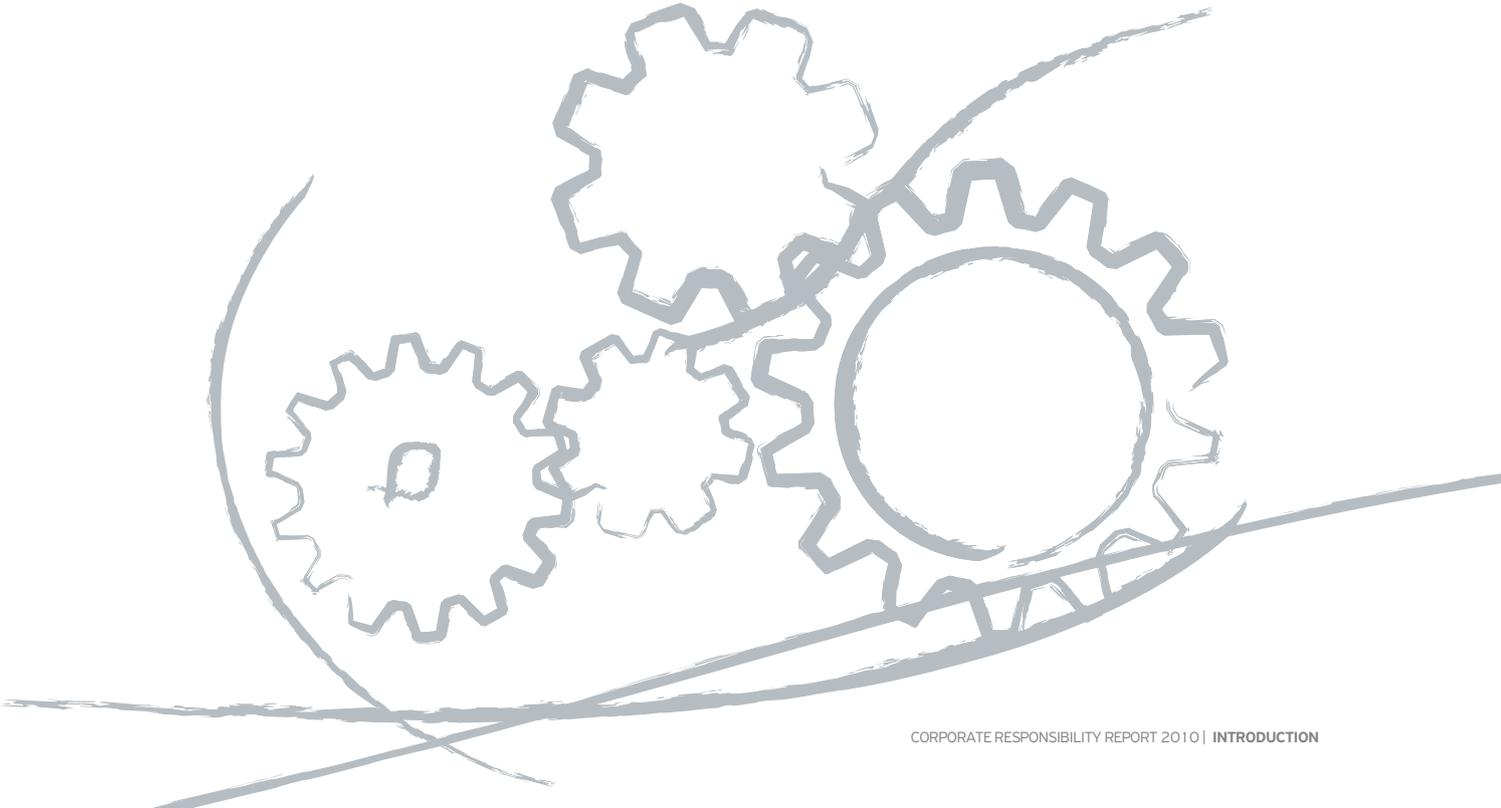
B. At a glance

Main data, achievements and objectives of our company are briefly presented below:



What we achieved in 2010

- All our Plants have renewed certifications according to ISO22000, ISO9001, ISO 14001, OHSAS18001 and HACCP.
- We integrated Social Responsibility in the Performance Review of 1st Level Managers.
- All our employees are subject to a Code of Professional Conduct.
- We increased by 11% the number of quantitative indicators and maintained the number of fully covered GRI indicators we make reference to, within our Corporate Responsibility Report.



Environment

75.1

of solid waste recycled

1.9

million cubic meters of water, for production

1.8

8 billion MJ energy consumption

484

thousand tns CO₂

1.3

million environmental investments



What we achieved in 2010

- We made over 1 million Greeks aware about the importance of water protection.
- We reduced by 3.9% the water consumption indicator per production unit, within 2010.
- We reduced by 2.8% our CO₂ emissions, within 2010.
- We reduced by 7% the energy consumption, within 2010.
- We maintained the proportion of natural gas used for energy production in our Plants close to 30%, within 2010.
- We installed 7,694 EMS coolers (low consumption of energy), in points of sale.
- We reduced by 9.5% the waste indicator per production unit, within 2010.
- We saved 730 tonnes of Retin by decreasing the weight of our pet bottles.
- We increased by 2.5% the proportion of solid waste recycled, within 2010.
- We reduced by 1,005 tonnes the disposal of solid waste, within 2010.
- We increased by 1.3% the percentage of coolers with material environmentally friendlier for the Ozone Layer.
- We were awarded the European Excellence Award for our "Mission Water" program.

Community

621

events all over Greece

2,261

young people visited our Plants

2.3

million value of social contribution

155

bags of blood donated

What we achieved in 2010

- We preserved the analogy of local social activities to 54% of total.
- We contributed in managing medical incidents and distributed over 60,000 leaflets in 5 remote islands and 11 isolated regions of Northern Greece.
- We gathered 155 bags of blood and increased the number of employee blood donors by 29%, within 2010.
- We informed over 61,500 students, in 875 schools on the benefits of balanced nutrition.
- We increased by 47% the number of our employees who are volunteers (reaching 327 employees, over 14% of our total workforce).
- We gave 25 students the chance to conduct their practice within our company.
- We hosted, in our plants, visits of 2,261 students from 53 schools.



Marketplace

4,500

suppliers

10

million consumers

562.7

million spend on supplies

7

production plants

31

production lines

805.7

million lt of products sold

10



What we achieved in 2010

- All our main suppliers have signed our company's Supplier Guidelines.
- We re-certified all our production Plants, according to ISO 9001.
- We have included analytic nutritional information on all our products' packaging.
- We reduced by 5.1% the percentage of calls related to complaints and negative comments.
- 94.2% of our consumers say they are satisfied, from the way we handle their calls.
- We cooperated with local suppliers for 39.5% of our purchases.
- We received no fine in relation to legal or regulatory issues.

Workplace

2,311

employees

39

years of average age

38,506

hours training

11.3

average years of employment

What we achieved in 2010

- We achieved the 1st place in the Best Workplaces Greece contest and the 6th place in the corresponding European contest.
- We reached our goal for zero fatal accidents, for the 7th consecutive year.
- We reduced by 23.1% the accident frequency rate and by 44.1% the incident rate.
- We internally covered job positions by 80%.
- We utilised Social Responsibility as a parameter in the annual appraisal and target setting process for all Managers and Directors.
- We increased by 80% the percentage of training on Health & Safety issues
- We maintained an analogy of over 25% women, at the First Level Director grade.
- We maintained an analogy of over 27% women, at the First Level Manager grade.
- We improved the Employee Engagement Index by 32 points, compared to 2007.
- We increased by 13% the percentage of our employees who received their entitled annual leave, as initially scheduled, within 2010.





1. Message from the General Manager

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Dear friends,

Our country has entered a financially challenging period and therefore all of us, companies and citizens, are asked to revitalize our strengths and set the foundations for a better Future, for ourselves and next generations.

At Coca-Cola HBC Greece we have decided, even under these circumstances, to create value, not only for our shareholders, but moreover for all our Stakeholders: our company's growth has to be achieved, while caring for our employees, contributing to the responsible operation of our markets, protecting our environment and supporting communities, in which we operate.

Especially successful were our **Environmental** programs within 2010. Our objective remains to conduct our operations in a way that reduces our potential environmental impact, as well as the integration of Sustainability aspects in our decisions and processes. Within 2010:

- We made over 1 million Greeks aware about the importance of water protection.
- We reduced by 3.9% the water consumption indicator per production unit, by 2.8% our CO₂ emissions, by 7% the energy consumption, by 9.5% the waste indicator per production unit.
- We maintained the proportion of natural gas used for energy production in our Plants close to 30%, within 2010.
- We installed 7,694 EMS coolers (low consumption of energy), in points of sale.
- We saved 730 tonnes of Retin by decreasing the weight of our pet bottles.
- We increased by 2.5% the proportion of solid waste recycled, within 2010.
- We reduced by 1,005 tonnes the disposal of solid waste, within 2010.
- We increased by 1.3% the percentage of coolers with material environmentally friendlier for the Ozone Layer.

For the **Workplace**, our objective is to establish a work environment which is safe, fair and focused on the development of our employees. An important milestone in 2010 was achieving the 1st place in the Best Workplace Greece contest and the 6th place in the respective European contest, as well as the special Award for "Employee Development". Furthermore we:

- We reached our goal for zero fatal accidents, for the 7th consecutive year, while reduced by 23.1% the accident frequency rate and by 44.1% the incident rate.
- We internally covered job positions by 80%.
- We maintained an analogy of over 27% women, at the First Level Manager grade.
- We improved the Employee Engagement Index by 32 points, compared to 2007.
- We increased by 13% the percentage of our employees who received their entitled annual leave, as initially scheduled, within 2010.

For the **Community**, our objective is to invest time, experience and resources to improve the quality of life, the improvement of collaboration and growth of local societies and our country in generally. A priority was increasing the analogy of local sponsorships, which reached 54% of total sponsorships in 2010, supporting in practice rural areas. Also:

- We contributed in managing medical incidents and distributed over 60,000 leaflets in 5 remote islands and 11 isolated regions of Northern Greece.
- We informed over 61,500 students, in 875 schools on the benefits of balanced nutrition.

For the **Marketplace**, our objective is to offer products and services of exceptional quality to meet needs and desires of our consumers, the responsible internal operation of our company, as well as contributing to the responsible operation of customers, suppliers and markets, in which we operate. A milestone for 2010 was the fact that we utilised local suppliers for 39.5% of our acquisitions, a particularly important issue considering the financial difficulties in our country. Also:

- We reduced by 5.1% the percentage of calls related to complaints and negative comments.
- 94.2% of our consumers say they are satisfied, from the way we handle their calls.
- We received no fine in relation to legal or regulatory issues.

On the other side we recognise that we still have many areas for improvement, in order to correspond to the needs and expectations of all our Stakeholders. Some of the challenges we already face or will face in the near future, are:

- The increasing need of consumers for more complete information, with regards to nutritious elements.
- The further deployment of responsible practices in our sphere of influence (such as our upstream and downstream value chain).
- The continuously increasing problem of water shortage and Climate Change.
- The evaluation and validation of data and information we publish, by an independent institution.

The above achievements, our philosophy as well as the areas for improvement are described within our 2010 Corporate Responsibility Report. Particular focus was given this year to present more quantitative results: through a systematic three year effort, we are able for another year to present adequate data and information which correspond to an "A" level of the G3 GRI Guidelines. It must be noted that our company is just the 4th Greek company issuing a CR Report corresponding to an "A" GRI Level and the 1st Greek company with such a Report checked by the GRI itself.

During a difficult year, they managed to achieve our business objectives and at the same time live up to our Principles and Values. Being confident that they will handle our 2010 challenges with the same passion, I would like to invite my colleagues to join us in "Facing the Future Responsibly", during a period with significant challenges, but also promising opportunities.

Have a pleasant reading!



Zoran Bogdanovic
General Manager Coca-Cola HBC Greece

2. Our Company



Coca-Cola HBC Greece is the **biggest Greek company in production, trading and distribution of non-alcoholic beverages in the Greek market**, with headquarters in Athens. The company is a member of the Greek multinational Group Coca-Cola Hellenic, one of the largest bottlers of The Coca-Cola Company worldwide. Coca-Cola Hellenic has operations in 28 countries, more than 560 million customers and headquarters in Athens. The Group was formed in 2000, after the merger of Coca-Cola Beverages Plc. with the former Hellenic Bottling Company (3E). The Group's stocks negotiate mainly in the Athens's Stock Exchange Market as well as the Stock Exchange Markets of New York and London.

Coca-Cola HBC Greece produces bottles, distributes and trades the Coca-Cola Company products (**Coca-Cola, Sprite, Fanta, Powerade, Burn**), along with a range of its own products, such as the juices **Amita** and **Frulite**, the bottled waters **Avra, WaterBlue** and **Lyttos**, as well as products in cooperation with other companies, such as the ready to drink coffee **illy cafe**, the mixer **Tuborg**, and the tea **Nestea**. With the acquisition of the company **TSAKIRIS ABEE** in 2003, the company also entered into the dynamic market of potato snacks, through the **Tsakiris** brand.

Being one of the largest Greek Industries with **42 years of successful enterprising and constant development**, Coca-Cola HBC Greece plays a significant role in the development of the Greek Economy, especially in the local communities. **The company annually invests significant amounts in the Greek market for implementing programs regarding production of Greek raw materials. At the same time, the company offers job positions and career development to over 2.400 employees.**

The Company owes **7 modern production Plants in Greece**, which include overall **31 production lines** (plus one of our **TSAKIRIS** subsidiary). All Plants are certified by Lloyd's according to ISO 22000, ISO 9001, ISO 14001, OHSAS 18001 for product safety and quality, environmental management, as well as Health & Safety at the Workplace. The company also developed and implemented the **HACCP** system, while systematically invests in new technologies and strict Quality Control Systems. Simultaneously, the company invests in the creation and development of innovative products, fully aligned with the needs of our company's consumers.



The protection of the environment, the deference for the fellow being, the substantial support and the actual appreciation of the Greek Community needs are fundamental principles of the company's operation and activation. Within this frame, Coca-Cola HBC Greece, has designed a thorough **Social Responsibility program**, which establishes the company as one of the significant contributors to the local communities it operates, and the Greek Society in general. For this reason, the basic axes of our company's Social Responsibility program focus on the areas of **Workplace, Marketplace, Environment and Community**.

It must be noted that no significant changes occurred in 2010, which influenced the principles and management of Social Responsibility within our company.



Countries where the Group Coca-Cola Hellenic is active



Developed Markets

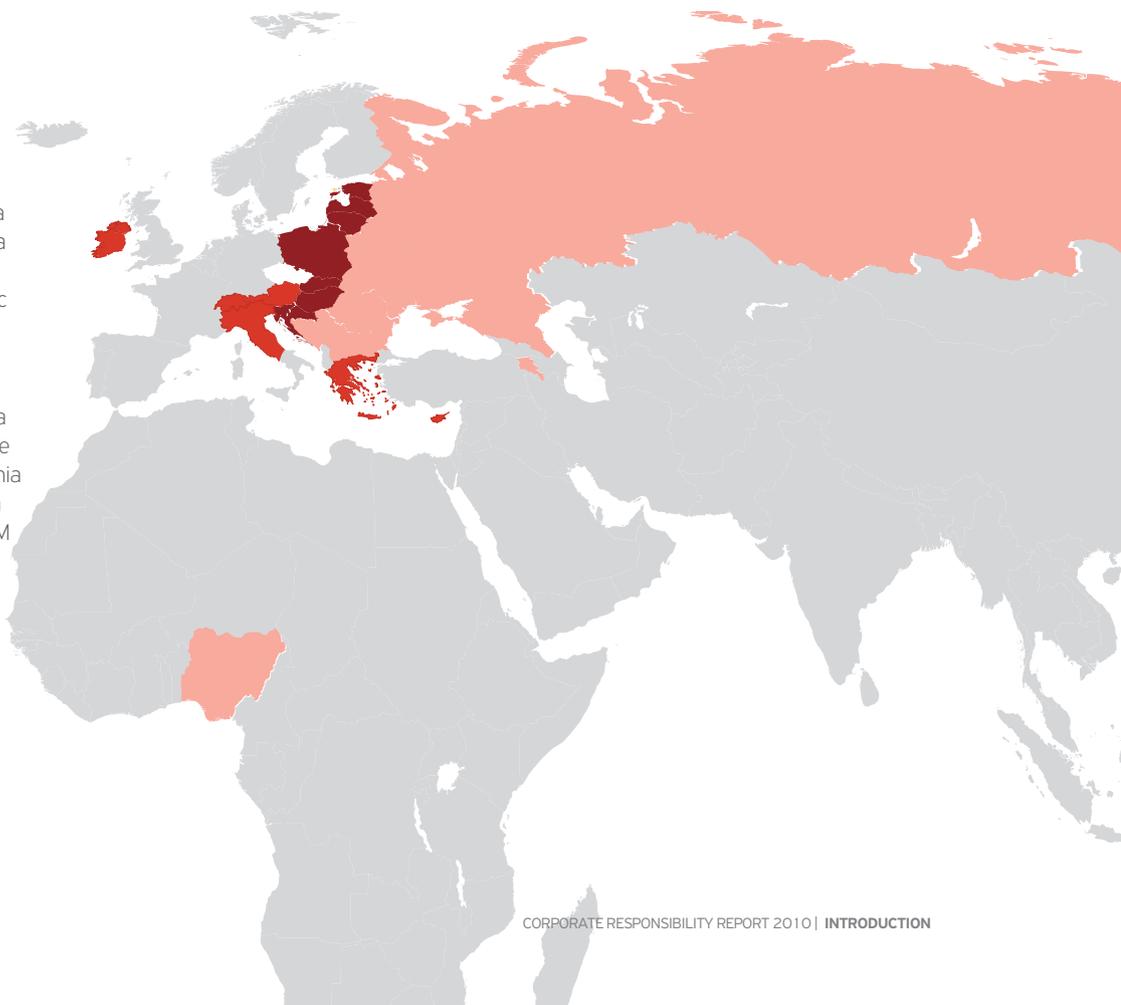
- Austria
- N. Ireland
- Ireland Republic
- Switzerland
- Greece
- Italy
- Cyprus

Developing Markets

- Estonia
- Croatia
- Latvia
- Hungary
- Poland
- Slovakia
- Slovenia
- Czech Republic

Emerging Markets

- Armenia
- Bosnia Hercegovina
- Bulgaria
- Belarus
- Moldavia
- Montenegro
- Nigeria
- Ukraine
- Romania
- Russia
- FYROM
- Serbia



3. Our History and Milestones

1960 1969

Operation of the first bottling plant in Athens.



1970 1971-1974

Development of bottling plants in Thessalonica and Patras.

1980-1990

Development of production plants in various regions of Greece.



1983

Natural juice Amita launched in the Greek market.

1989

Avra water launched in the Greek market.



1990 1991

Entry of the former Hellenic Bottling Company 3E in the Athens Stock Exchange market.



1996

Expansion in Armenia and regions of Russia.

1997

Merger with Molino Beverages with activities in N. Ireland, the Republic of Ireland, Moldavia and regions of Romania and Russia.

2000 Merger of Hellenic Bottling Company 3E with Coca-Cola Beverages Plc. and re-branding to Coca-Cola HBC Greece.

2003

Acquisition of Tsakiris, the second biggest potato snacks company in Greece.



2006

Inauguration of an ultramodern production plant in Heraklion Crete.

2007

Coca-Cola Zero launched in the Greek market.



2008

Series of innovative products launched (illy café, functional juices "Eyzin" by Amita, Amita Frooties, Nestea Vitao, Fanta Verdia).



2009

1st place of our company at the Best Workplaces Greece contest; 18th place and special Award for "Employees Pride" in the corresponding European contest.

2010

1st place of our company at the Best Workplaces Greece context; 6th place and special Award for "Employee Development", in the corresponding European contest.

4. Our Products

Variety of Products

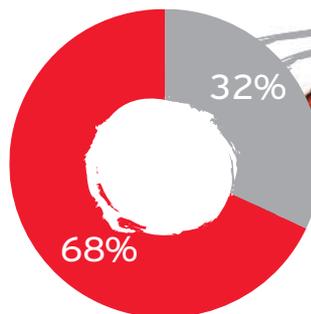
Coca-Cola HBC Greece produces and distributes a wide range of non alcoholic products, which cover needs and expectations of every consumer, such as:

- Carbonated Soft Drinks: **Coca-Cola, Fanta and Sprite**
- Soft Drinks without Sugar: **Coca-Cola Light, Coca-Cola Zero, Fanta Light and Sprite Zero**
- Products of Water: **Avra, Lyttos, Dorna and WaterBlue**
- Juices: **Amita, Frulite**
- Ready to drink tea: **Nestea**
- Sport Drinks: **Powerade**
- Energy Drinks: **Burn**
- Mixers: **Tuborg**
- Energy Snacks: **Amita Motion Energy Bars**
- Snacks: **Tsakiris Chips, Tsak's**
- Ready to drink Cofee: **illy Cafe**

Points of Sale

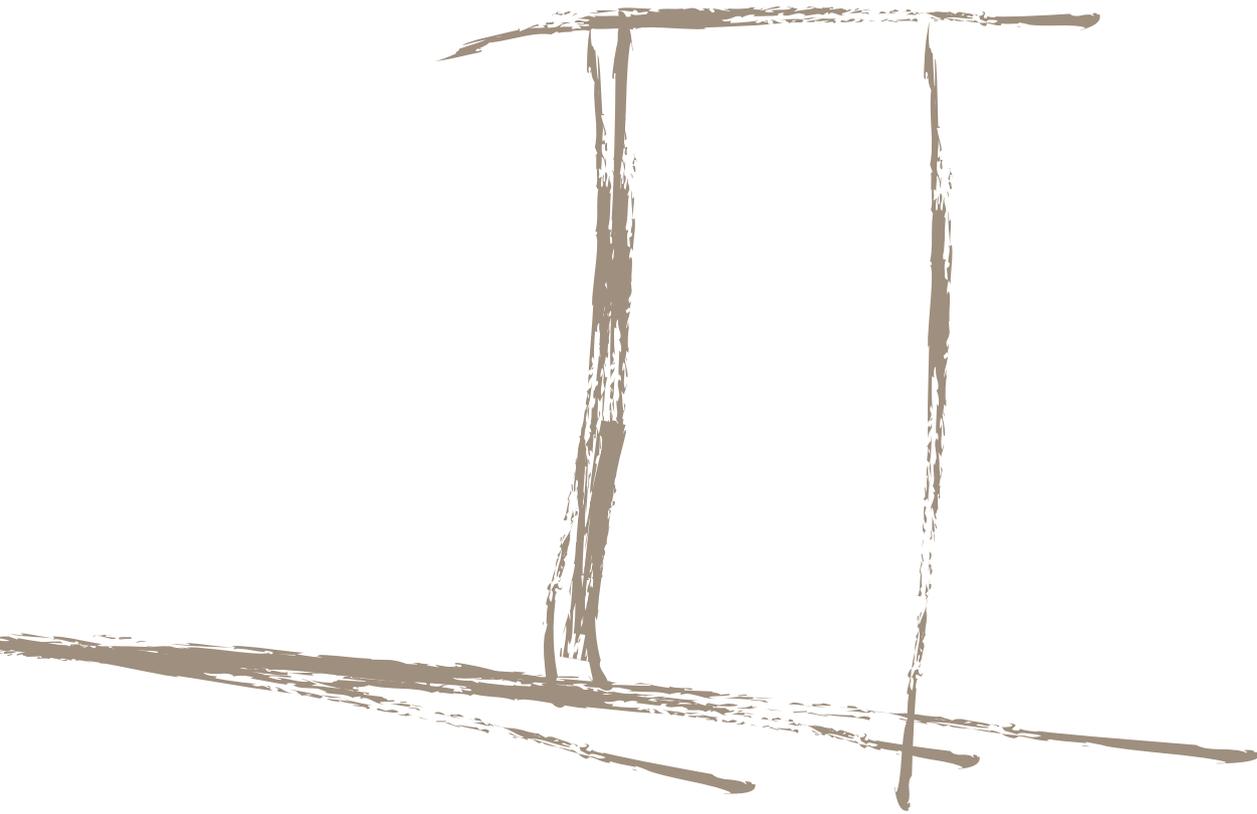
Coca-Cola HBC Greece distributes its products in Greece, including 217 product codes, in two markets in Greece. The market of Direct Consumption includes small points of sale (e.g. kiosks, shops, bakeries, fast foods), which corresponds to roughly 32% of total sales. The market of Future Consumption corresponds roughly to 68% of sales and includes all organized retail stores (e.g. supermarkets).

Market Presence



- Direct Consumption (%)
- Future Consumption (%)





18

Organizing

Social
Responsibility

What we believe

Coca-Cola HBC Greece, as a responsible corporate citizen, acts during the last four decades based on the principle that long-term success entails creating surplus-value both for its stakeholders and the society. Business growth can not be separated from taking care of employees, contributing to the responsible operation of the marketplace, protecting the natural environment and supporting communities, in which we operate.

What we aim for

We aim at operating responsibly and at the same time achieving our challenging annual business objectives, without in parallel sacrificing our long-term development.

1. Areas of Operation

A. We manage Social Responsibility in a systematic way

Our Company transforms its commitment to operate responsibly into action, by focusing on four main Areas. In each Area, we seek to operate with responsibility, in order to positively affect our Stakeholders, in the long term.

Environment

We aim to conduct our business operations in a way that minimises the potential environmental impacts, as well as to integrate the principle of sustainable development in our decisions and business processes.

Community

We aim to invest time, experience and resources to improve the quality of life, strengthen the cooperation and support the development of local communities and our country in general.

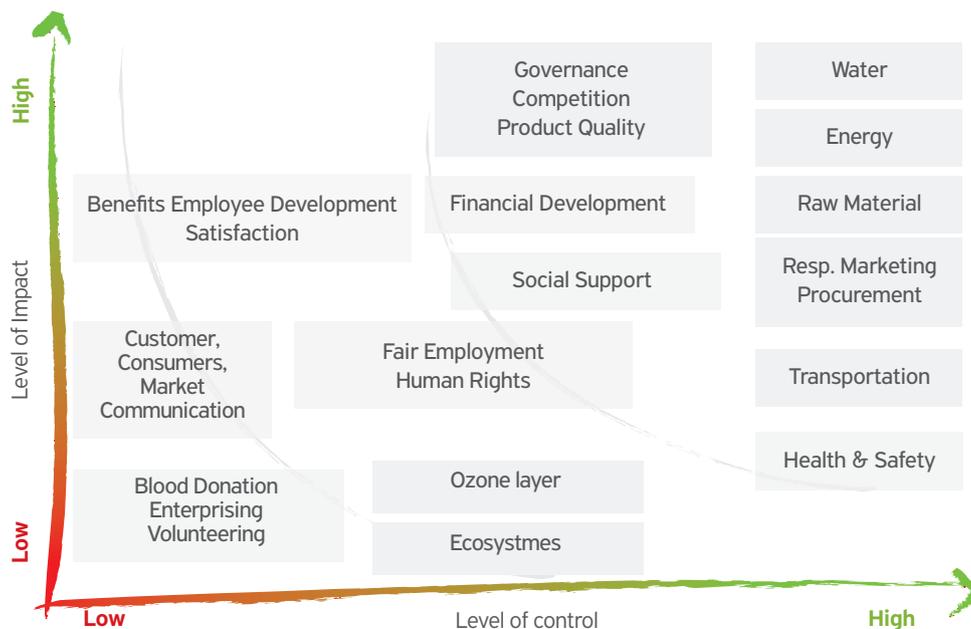
Marketplace

We aim to develop products and services, which are safe and correspond to the needs of our consumers, to operate responsibly internally, as well as to facilitate the responsible operation of customers, suppliers and markets, in which we operate.

Workplace

We aim to create a workplace for our employees, which is safe, fair and focuses on their involvement and development.

In each of the above Areas we recognize topics, which are prioritised according to (a) the Level of Impact our company has (or could potentially have) on our Stakeholders and (b) the Level of Control our company has on each topic



Based on the above analysis, our Company defines the extent each subject identified should be presented within our Report (the higher our Control Level or Impact Level, the more detailed the presentation), while it has created the following Framework, which is used to manage systematically all subjects of Social Responsibility, linked to our business operation.



B. We focus on quantitative results and measurable targets

Case Study!

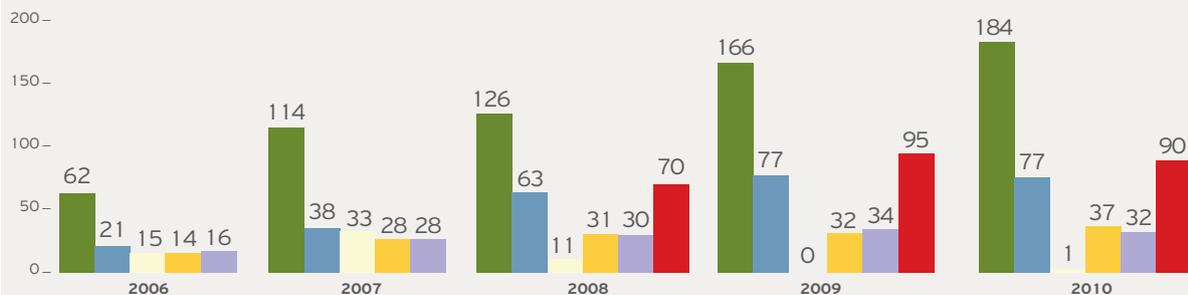
Quantitative data

The international trend of Corporate Responsibility Reports is to display complete, long term and measurable indicators, handling Social Responsibility like any other management practice: by focusing on systems and bottom line results. As a result, we have gradually included in the last three years more quantitative objectives and indicators (both general and GRI related) in our Report.



We achieved 90% of the targets set last year.

Quantitative data within the Report



We maintained the number of fully covered GRI indicators.

We increased the number of quantitative indicators by 11%.

2. Management Practices

A. We integrate responsibility in our way of management

The importance of responsible operation has been incorporated as an integral part in the way we manage our company and our corporate culture, through our Mission, Values, Code of Conduct and other daily practices of management we apply.

Our Mission: We, the people of Coca-Cola HBC Greece are committed to:

- Revive our consumers.
- Collaborate closely with our customers.
- Attribute surplus value to our shareholders.
- Contribute actively to the improvement of quality of life for local communities.

Our Values: The five Values of our company, reflect our commitment for responsible operation:

- Acting with integrity and delivering on every promise.
- Committing passion to excel in all we do.
- Competing to win as one team.
- Ensuring our people reach their full potential.
- Treating everyone openly, honestly and with respect.

Our Code of Conduct: Our Group and Coca-Cola HBC Greece transform their commitment to operate according to the highest ethical standards and effective laws into action, via our "Code of Professional Conduct", which is summarised in the principle: "As a representative of our company, each employee should behave with integrity and keep promises made on all issues". More specifically:

- the Code is applicable to all our directors, managers and employees (with full-time and part-time contracts)
- among other, the Code prohibits any donation to politicians and political parties, but also the acceptance of significant economic aid from Governmental Institutions (no such donations or acceptance of aid took place in 2010)
- all employees have access to the "Code of Professional Conduct" in soft copy, through the process database
- the Code is also available in hard copy, by the local Human Resources departments
- all employees with internet access follow an interactive training course
- all our employees have been briefed on the Code and all are informed via presentations (in case of content revision), while frequent reminders are forwarded by the Human Resource Department
- local payroll officers, deliver the Code to each new employee, which are briefed and trained on the code within the first two weeks of employment
- an electronic email address has been created, for anonymous references to violation of the Code.

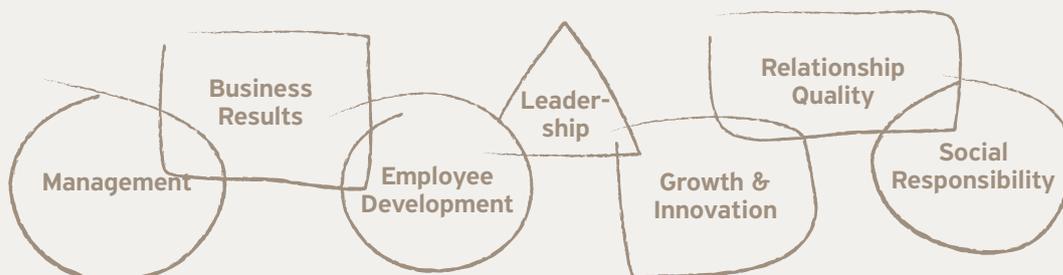


for further information please visit our web site www.coca-colahellenic.gr

Case Study !

Our Performance Appraisal

An important step in establishing a culture of responsibility was the decision taken in 2007 to set Social Responsibility as one of the 7 permanent pillars within our First Level Directors' annual Performance Appraisal Process. Within 2008, the decision was taken and implemented to include this aspect also in the corresponding process for First Level Managers. These seven pillars are:



Also, for the first time in 2009, the annual Social Responsibility targets were defined during an evening working course, with the participation of all First Level Directors.

B. We inform our employees

Communicating with employees

Aiming to communicate with our employees systematically and regularly on our activities, Coca-Cola HBC Greece has implemented a series of communication processes, summarised below:

- Corporate information is regularly displayed on dedicated boards, in all company premises.
- Televisions have been placed in all company premises, to inform employees about subjects related to our company (TV On the Go) issues.
- The WEBEX system (teleconference) is used for quarterly briefing of First Line Directors by the Top Management of our company.
- An internal magazine, "Reportage in Action", is published on a biannual basis, which presents policies, processes, decisions, actions and programs of our company, but also news and achievements of our people. The magazine is distributed free of charge to all Coca-Cola HBC Greece employees.
- We give our employees practical ideas, to behave as even more responsible citizens. An example is the permanent column called "Eco-Tips" within our internal tool "Reportage in Action", where everyday actions of environmental protection at the office and at home are presented.



Our Induction process

According to a specific procedure, we ensure that all new employees are briefed on the company's mission, values, vision, policies, processes, principles of Social Responsibility and Code of Business Conduct.

3. Organizational Structure

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A. Social Responsibility is included in our structure

At Group level, the Responsibility for planning, coordinating and utilising actions on Social Responsibility lies with the respective Board of Director's Committee, composed of independent or non-executive members.

This Committee:

- Monitors and reports performance of all subsidiaries to the BoD (including Coca-Cola HBC) on Social Responsibility.
- Is quarterly briefed by the Group CSR Council, which comprises of function heads from across the business.

 for further information please visit our Group's web site www.coca-colahellenic.com/investorrelations/corporategovernance/committeecharters

Group Social Responsibility Committee

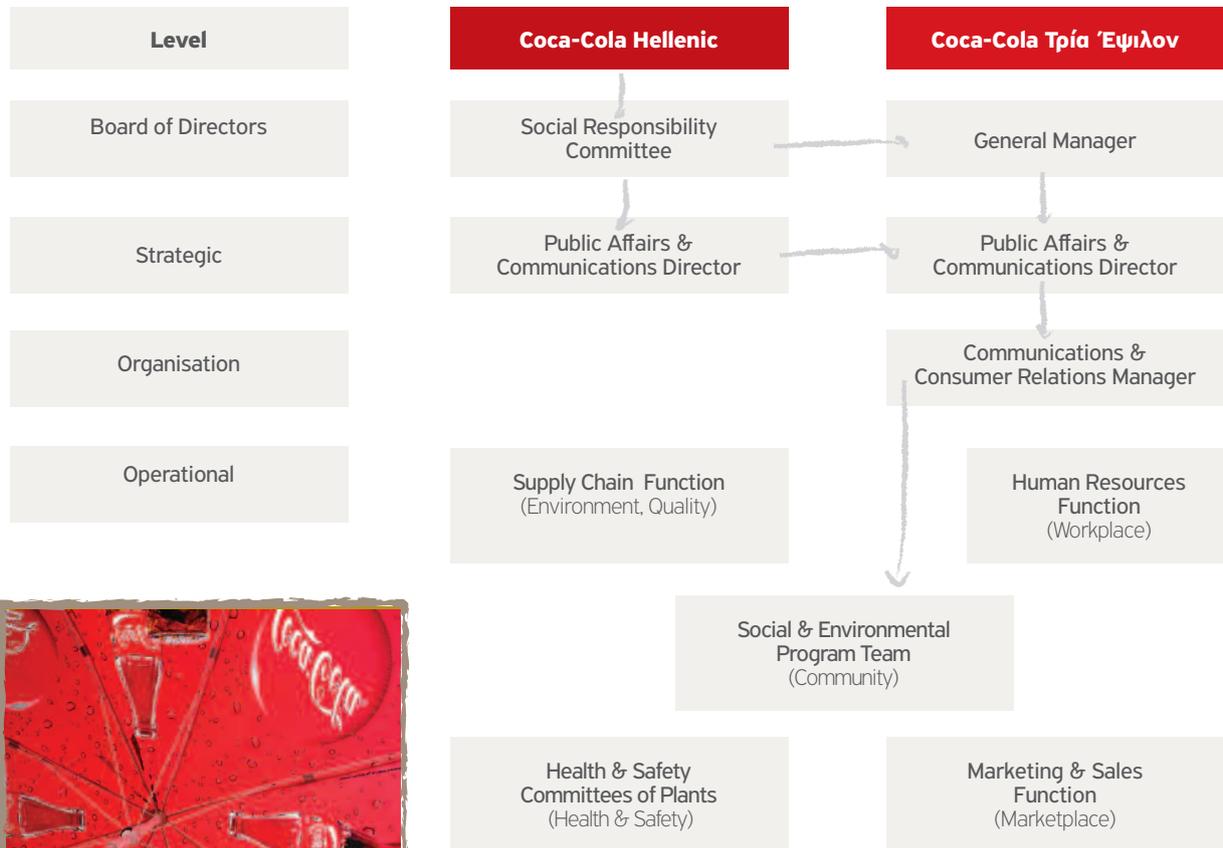
President	Sir Michael Llewellyn-Smith	BoD Member - Independent
Member	John Hunter	BoD Member - The Coca-Cola Company
Member	George A. David	BoD Member - The Kar-Tess Group

Coca-Cola HBC Greece has additionally established a suitable organisational structure to manage Social Responsibility at a strategic, organisational and operational level, as indicated in the following frame.

- Social Responsibility activities are included in the monthly General Manager's Reports, prepared by all functions, as a means to review progress systematically.
- This organisational structure is also used to gather and report our performance indicators to the Group and further to the Group Social Responsibility Committee and Shareholders.

Additionally, effective coordination of activities is ensured by a series of dedicated people and teams, in each of our seven plants, such as:

- A Health and Safety Committee per plant, representing all employees, which identifies and investigates divergences from the company's policies on occupational health and safety issues.
- A dedicated person for Environmental issues, who coordinates -in collaboration with employees of various departments of the company- the implementation of environmental practices.
- The Plant Director, who is responsible for the Plant production, according to the Occupational Health and Safety specifications, in cooperation with the respective Safety Engineer.



4. Stakeholder Engagement

A. We interact with our Stakeholders

We define Stakeholders as anyone who influences or is influenced by our operations. For this reason, we define these groups and conduct a systematic and regular dialog with them, as a decisive factor in our effort to correspond to needs and expectations of society.

The following table describes our Stakeholders groups, methods we apply to have a dialog with them, topics raised by them (which are related to the issue of Sustainable Development), as well as respective sections of this Report, where our related programs and answers to these topics can be found. This dialogue is applied throughout the year, without distinct activities taking place as part of the Report preparation process:



Stakeholder Group	Means of dialogue (on-going)	Issues raised	Section in this Report
Consumers	<ul style="list-style-type: none"> • Department of Consumer Communication • Satisfaction Surveys (annual) 	<ul style="list-style-type: none"> • Quality of Products • Nutritious aspects of products • Publicity 	Marketplace: V-3,4,6
Customers	<ul style="list-style-type: none"> • Satisfaction Surveys (annual) • Call Center Operation • Social Responsibility Survey (every 3 years) 	<ul style="list-style-type: none"> • Ethical competition 	Marketplace: V-2,5,6
Employees	<ul style="list-style-type: none"> • Organization of events • Publication of informative forms • Negotiation with representatives • Meetings 	<ul style="list-style-type: none"> • Growth • Health and Safety • Equality 	Workplace: VI-1-6
Local Communities	<ul style="list-style-type: none"> • Organization of visits • Social Responsibility Survey 	<ul style="list-style-type: none"> • Environmental impact • Support of local needs • Support of local business enterprising 	Environment: III-2,4,7 Community: IV-2,4 Marketplace: V-5
Government	<ul style="list-style-type: none"> • Discussion with representatives of national and local authorities • Attendance in associations and unions • Social Responsibility Survey 	<ul style="list-style-type: none"> • Transparency • Governance 	Marketplace: V-1,2
Suppliers	<ul style="list-style-type: none"> • Attendance in sector-based unions • Conduct of common programs • Meetings 	<ul style="list-style-type: none"> • Transparency • Market Policy • Economic growth 	Marketplace: V-5 Community: IV-1
Public	<ul style="list-style-type: none"> • Social Responsibility Survey 	<ul style="list-style-type: none"> • Environmental impact • Use of resources • Quality of Products • Social Contribution 	Environment: III-2-7 Community: IV-2 Marketplace: V-3
Non Governmental Organizations	<ul style="list-style-type: none"> • Collaborations • Meetings • Social Responsibility Survey 	<ul style="list-style-type: none"> • Environmental impact • Water • Use of resources • Social Contribution 	Environment: III-2-7 Community: IV-2 Marketplace: V-3
Media	<ul style="list-style-type: none"> • Meetings • Press Conferences • Social Responsibility Survey • Press Releases 	<ul style="list-style-type: none"> • All above 	Organisation, Environment Marketplace, Workplace, Community
The Coca-Cola Company	<ul style="list-style-type: none"> • Meetings of executives • Adoption and realization of policies and procedures • Daily collaboration 	<ul style="list-style-type: none"> • All above 	Organisation, Environment Marketplace, Workplace, Community

Our company seeks to conduct a dialogue with all Stakeholders on issues related to Social Responsibility, to the feasible extent, as this feasibility depends on the level of influence or control our company has on each Stakeholder Group. The extent to which Stakeholders are addressed within this Report is in proportion to this level of influence (see Section II-1 A).

B. We conduct research to understand expectations

Besides utilizing surveys related to Social Responsibility, we conduct our own Stakeholder survey every three years. Within 2008, we conducted for the second time (after 2005) a quantitative and qualitative survey, which aimed to investigate the effectiveness in collaborating with our Stakeholders. The survey focused on issues and questions, such as:

- Importance of Social Responsibility.
- Areas the company focuses on today.
- Areas the company should focus on.
- Ways of communicating Social Responsibility issues.



The process was participative and accumulated the opinion of approximately 1,500 Stakeholders from various groups (Authorities, Local Societies, Media, Academic Community, Non Governmental Organizations, Customers, Consumers and Opinion Leaders) in areas we operate (Athens, Thessalonica, Patras). The results of this survey were used to determine activities which are described within this Report, as well as to understand the main challenges that our company and the Group will face in the future:



1. Use of water.
2. Energy and climate change.
3. Health of consumers.
4. Packaging and recycling.
5. Development of employees.
6. Collaboration with suppliers.
7. Collaboration with local communities.



5. Management Systems

A. We operate based on Management Systems

All our plants are certified according to a series of management systems, while our company also follows a number of guidelines and standards, to manage Social Responsibility in a systematic way:

System / Standard / Guideline	Use
Global Reporting Initiative – G3	Content within the Report
EFQM's RADAR Card	Data presentation within Report
AccountAbility's AA1000 - Assurance Standard 2008	Content within the Report
UN's Global Compact	Principles of the Report
Business in the Community	Structure of the Report
London Benchmarking Group	Calculation of Social Contribution
ISO9001	Quality Management System
ISO14001	Environmental Management System
OHSAS18001	Occupational Health & Safety Management System
ISO22000	Food Safety Management System
HACCP	Hazard Analysis and Critical Control Point System (within its frame, relative inspections by the Hellenic Food Control Authority-EFET are conducted).

6. Recognition and Membership



A. We are members of international and national organizations

Our company's policies are aligned with the UN's Global Compact Principles and the principles of the UN's Declaration on Human Rights. The Group (and indirectly Coca-Cola HBC Greece as its subsidiary) is member of the following organisations, which are utilised to present our positions publicly on issues which influence our business:uv:

- the World Business Council for Sustainable Development (WSCDS)
- the UN's Global Compact
- the FTSE4Good Stock Exchange Indicator
- the Future 500 Corporate Accountability Gap, which aims to evaluate the company according to 17 main, worldwide, criteria for Social Responsibility, such as the GRI, the Dow Jones Sustainability Index, the FTSE4Good, the Business in the Community (BITC) etc.
- the Dow Jones Sustainability World Index (since 2008).

In parallel, at a local level, Coca-Cola HBC Greece is a member of:

- the Hellenic Network for Corporate Social Responsibility
- the CSR Committee of the Hellenic-American Chamber
- the Hellenic branch of the Global Compact
- the Sustainability Council of the Hellenic Federation of Enterprises (HFE) – as a founding member.

B. Our efforts being recognized

Even if the recognition of our efforts on Social Responsibility does not constitute an objective by itself, it nevertheless constitutes a significant honour to be simultaneously recognised in all Sections we are active, as was the case within 2010:

Overall:

- 2nd place at the 2009 Accountability Rating Greece.
- Golden Category at the 2010 CR Index Greece.
- 1st place at the 2010 Bravo Awards for "Best Stakeholders Approach"
- 2nd place at the GRI assessment, conducted by the Aegean University.
- 1st place at the CEO & CSR Money Conference 2009

Environment

- 1st place at the "National and Local Communication Programmes" category for the "Mission Water" program, at the European Excellence Awards 2010.
- Rated 56.6% (within Band E) at the EMDI (Environmental Management and Disclosure Index), by WWF Greece.
- 1st place at the "Best Environmental Initiative" category, for the programme "Some Forests have their own Avra", at the International Water Innovation Awards 2010.
- 1st place at the Environment category for "Continuous Commitment /Contribution", at the 2009 SDE Awards.



Workplace

- 1st place for Best Workplace in Greece (for companies with more than 250 employees), by Best Workplace Greece 2010.
- 6th place for European Best Workplace (among 1,300 companies with over 250 employees), as well as an additional Award "Employee Development" by Best Workplace Europe 2010.



Community

- Award in sector «Continuous Contribution» at the CSR Awards of SDE.

Marketplace

- 2nd place at the Green Effie category, for the programme "Some Forests have their own Avra", at the Effie Awards 2010.
- 1st place as "Preferable Supplier / Food and Beverage" in the Greek Market, by the Direction Media Group in cooperation with the Greek National Chamber of Commerce (ESEE), the Greek Business Association of Retail Sales (SELPE) and the Athens Economic University.



7. We said - We achieved - We aim

We said	We achieved	Progress	We aim	By
To maintain certifications for all our plants according to ISO9001, OHSAS 18001, ISO14001, ISO22000 and HACCP.	All plants certified. See Section II-5A	100%	To maintain certifications for all our plants according to ISO9001, OHSAS 18001, ISO14001, ISO22000 and HACCP. To conduct a new Stakeholder Engagement Survey.	2011
To issue our 2010 Corporate Responsibility Report at "A" level according to the G3.1-GRI Guidelines (including the GRI sector supplement).	The implementation of the GRI sector supplement has been postponed for 2012 See Section II-1B	75%	To issue our 2011 Corporate Responsibility Report at "A" level according to the G3.1-GRI Guidelines (including the GRI sector supplement).	2011



Protecting the Environment

What we believe

Coca-Cola HBC Greece is an industrial company and therefore consumes natural resources to manufacture products, with the increase of resources used being proportionate to the increase in production volumes. However, our company being conscious of global environmental problems, such as water scarcity, raw material shortage and climate change, is committed to reduce this increase, by improving its efficiency in using natural resources, such as water, energy, raw materials etc.

What we aim for

We aim to conduct our business in a way which minimises our potential environmental impacts, as well as to integrate the principle of sustainable development in our decisions and business processes



1. Management

A. We identify our Environmental impacts

Coca-Cola HBC Greece identifies its most important environmental impacts, by conducting systematic Impact Assessments, dialog with all involved parties and regular auditing. This way, we identify the below described issues, such as energy management, ozone layer protection, waste water quality, water management etc. To support these objectives, our company has invested within 2010 over € 1,3 million for environmental protection projects.



B. We operate in a systematic way

As mentioned, Coca-Cola HBC Greece has certified its environmental management systems in all Plants, according to the ISO 14001 standard, while also follows the more advanced environmental system of The Coca-Cola Company. This Environmental Management System called “eKOsystem” is applied in all countries our Group operates and aims to manage systematically and define measurable efficiency targets for environmental issues. eKOsystem also ensures, that the principle of Sustainable Development is incorporated in each area and activity of our company.

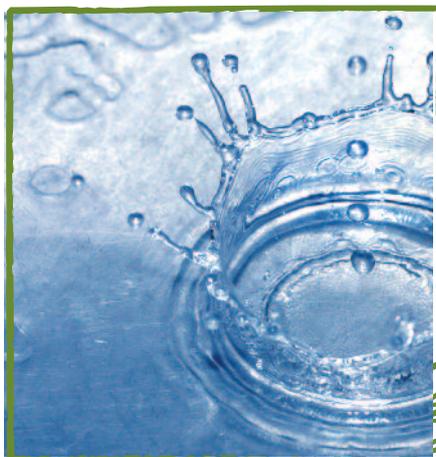
2. Water

A. We consume water responsibly

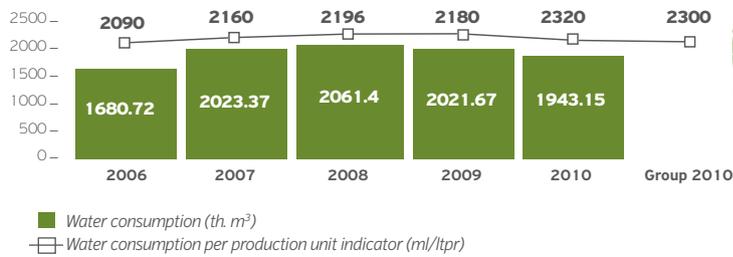
According to a study conducted by WWF, the annual average per capita water consumption in Greece is 2,389 cubic meters. This unfortunately corresponds to the second worst position worldwide, as the average per capita consumption worldwide is 1,243 cubic meters.

Being conscious of the responsible attitude we should demonstrate, we recognize this increasing problem and aim to contribute to its effective handling: water constitutes a critical component of our products, our production processes (it is used for production, machine wash, wastewater cleaning, refrigeration and disinfection) and furthermore constitutes an important product segment for our company. Therefore, we take various actions to ensure rational use and water conservation:

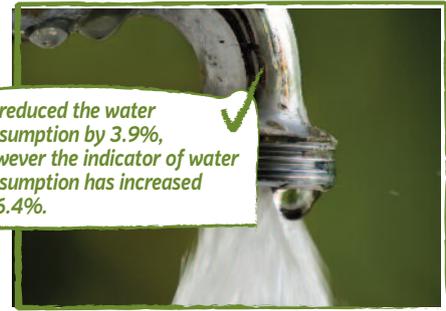
- Continuous control and measurement of consumption.
- Recycling and re-use of water for auxiliary uses, wherever this is feasible, for example recycling water used for washing bottles.
- Identify and handle water leakages. It is worth mentioning that within 2009 no significant water leakages occurred, besides minor leakages of about 1,000 cubic meters cumulatively.
- Use of drillings. Today, water for our activities emanates roughly 43.1% from common water utilities (837,699,600lt) in relation to 49% in 2009 and 56.9% from licensed drillings (1,105,449,390lt).



Water Usage



We reduced the water consumption by 3.9%, however the indicator of water consumption has increased by 6.4%.



As a result, in 2010 the water consumption has decreased by 3.9% in comparison to 2009. However, the indicator of water consumption was on average 2.32 liters of water for each liter of product produced (lt/ltr), which corresponds to a 6.4% increase in comparison to 2009. This increase is due to the change in our water usage measurement methodology: the total amount of water drilled will be considered from now on, versus to the previous water measurement methodology where only water used in production was considered.

An example of our effort to save water, is the approach applied in our plant in Aegio. When water is not used for the bottling of our AVRA brand:

- it is redirected into aquifer
- it is granted free of charge to the local community, through a tap manufactured for this reason at the factory entrance, offering direct access to residents. In addition, a special photocell is used to stop the water flow when not in use, avoiding any leakage.

A respective practice is also followed in our Mallia Plant, where water which is not used for bottling, is used for watering the surrounding agricultural areas. Another important action in reducing water consumption has been the replacement of the conventional oiling systems in 16 out of 29 production lines with dry oil, which minimises the use of water.



B. We effectively manage liquid waste

Coca-Cola HBC Greece, beyond the responsible use of water, seeks to minimize the impact of waste water on the environment. This waste water emanates from water used mainly in production Plants, and is handled properly before channelled back to the environment.

Actions taken, in order to ensure the effective management of Waste Water are:

- In all production plants, water management is handled according to the effective legislation and Group's Waste Water Quality Model.
- We analyse water weekly, to ensure the conformity with effective legislative parameters and specifications of the Quality System TCCQS.
- Our plants in Schimatari, Volos, Thessalonica and Patras have waste water treatment units, while Plants in Heraklion and Aegio channel their waste water to biological cleaning units of Aegio and Heraklion business area.



- Within 2009 our company improved and expanded the biological waste treatment unit in Schimatari, due to the critical location of this Plant near the Asopos river.

As a result, our plants re-cycled and re-used 125,863,000lt of water within 2010, while 1,098,387lt of liquid waste was treated for disposal (645,313lt in own waste water treatment facilities and 453,074lt in local/industrial waste water treatment facilities), in comparison to 1,253,704lt in 2009.

C. "Mission Water"

Coca-Cola HBC Greece, beyond applying programs for the responsible management of water used, can and should play an important role in sensitizing the public and protecting water sources in general.

Mission Water

For this reason, Coca-Cola HBC Greece, in collaboration with Coca-Cola Hellas (after 1.5 year planning), initiated in 2006 the program "Mission Water", which aims to inform and sensitize all employees and Greek citizens on the existing situation and contribute in reducing the phenomenon of water scarcity.

The program is based on three pillars:

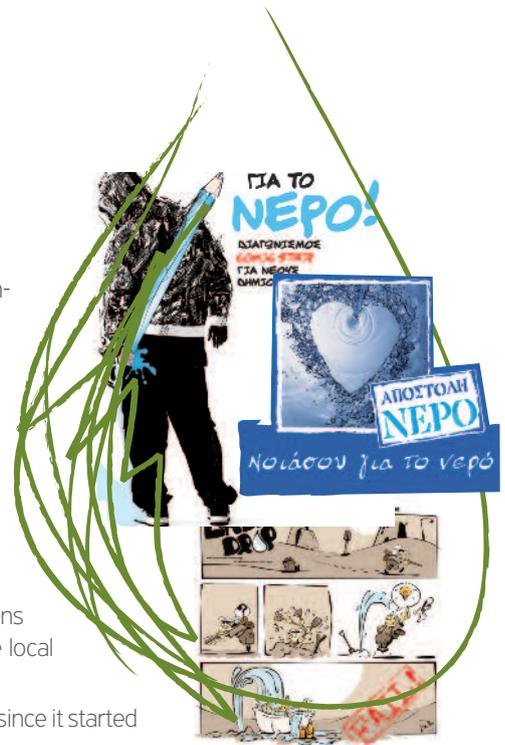
Restoration: (See Section III-7A)

Sensitization

Using the logo “Care for Water”, this program aims to educate people on the importance of water for life on the planet and provide practical ways to restrict unnecessary consumption. To achieve these objectives, we scheduled and implemented within 2009 the following actions:

- Comic contest for young graphic designers 22-30 years of age, who created comic series which were published for six months in one of the biggest national Sunday newspapers. This way, the message of our “Mission Water” program was communicated in a more user friendly way to the broader public.
- Symposium for the Water in Santorini, titled “Sustainable use of water”, with the participation of representatives from the academic community (e.g. Athens University), local technicians and residents, as well as representatives of the local community.

It is estimated that over 3 million Greeks are briefed by this program, every year, since it started in 2007



Rain Water Collection

In 2009, “Mission Water”, in collaboration with the Global Water Partnership – Mediterranean, the Cyclades Prefecture, and the Mediterranean Office for Environment Culture and Sustainable Development (MIO-ECSDE) initiated a program for Rain Water Collection. The program installed rainwater harvesting systems and supported proper management and exploitation of collected rain water. In 2010, this promising program was applied in public buildings of six islands in the Cyclades Prefecture: Naxos, Iraklia, Koufonissia, Santorini, Ios, Anafi

Beyond installing rain water harvesting systems, the program addressed:

- Collection of approximately 650,000lt of rain water, covering needs of 5,000 inhabitants in the above islands.
- Training of 70 technicians in construction and maintenance of rain water collection systems.
- Participation of 504 students and 135 teachers to the “Gift of Rain” environmental program.

D. We support programs of institutions

Besides programs our company has implemented to manage its own impact on the environment, we also support environmental programs of other institutions.

Among other, our company has supported in 2010, the following activities within the Environment Sector:

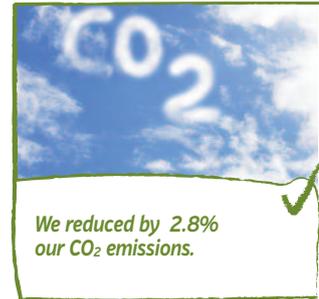
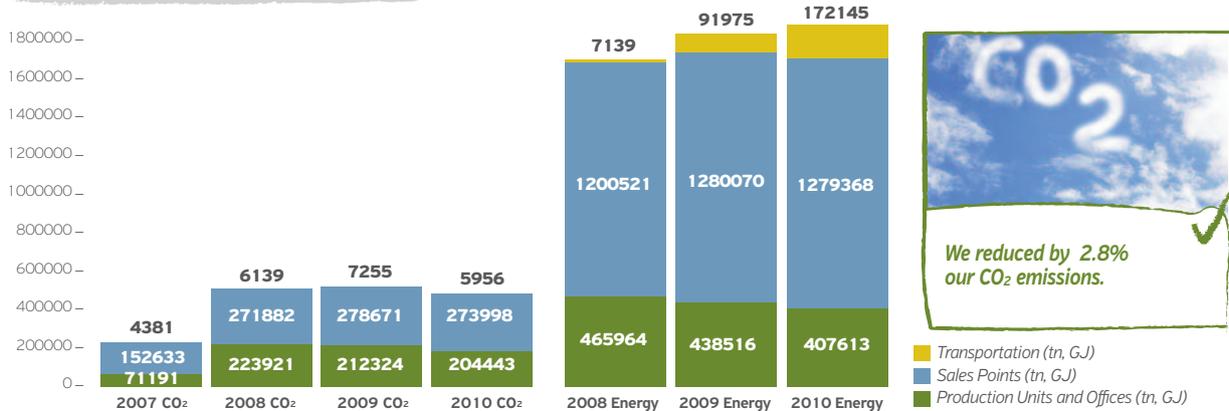
- 7 reforestations in Thessalonika, Glyfada, Galatsi, Penteli, Schimatari, Nea Makri and Pikermi (over 84,000 trees were planted in total).
- Recreation of Eyosmos Park, in cooperation with local authorities and schools (over 950 students, 35 teachers and 22 employees participated).
- Establishment of two water tanks (of 10,000lt each) at the Trepia forest at Schimatari and concession of a water tank at the Mesologji Municipality.
- Clean-up of 3 forests at Schinia, at Dilesi and at Schimatari (3,200 volunteers participated).
- Clean-up of 12 beaches around Greece (over 1,400 students and teachers participated, as well as 170 employees, cleaning 23 klm of beaches and gathering 15 tns of waste).
- Participation in the Panhellenic Centre of Ecological Research Conference (PAKOE).
- Participation in the Science Conference “Water Resources – Our obligation for their protection and preservation” by Ecocity and Michalis Kakogiannis Intitution.
- Participation at the International AQUA 2010 Conference.

3. Climate Change and Energy

A. We analyse our impact

Our company recognises the importance and risks associated to the issue of Climate Change, both for the planet and our company, since the subsequent water shortage is directly related both to our operations, as well as to one of our most important product segment. Our company seeks to improve energy efficiency, and achieve a consequent reduction of our direct (e.g. due to use of oil, energy from the Public Power Corporation) and indirect greenhouse gas emissions (e.g. due to coolers in points of sales) into the atmosphere. In order to achieve this objective, our company initially analyzes its energy consumption sources, in order to focus on those energy sources, which emanate the highest proportion of carbon dioxide emissions.

Energy Consumption & CO₂ Emissions



* In 2009 we decided to expand our measurement system to indirect emissions (e.g. packaging production) and also re-calculate data for 2008. As a result, carbon emissions for production and offices in 2008 are 223,921 tns CO₂, instead of 74,763tns reported last year.

In 2010, the total emission of carbon dioxide linked directly (e.g. production processes, office use, logistics) and indirectly (e.g. points of sale coolers) to our activities were 484,397tns, reduced by 13,853tns or 2.8% in comparison to 2009.

More specifically, 204,443tns are the result of our production processes in Plants and Offices (e.g. production process, packaging production, carbon dioxide in products), 5,956tns are a result of our fleet (e.g. own company trucks for product distribution, sales cars, executive cars) and 273,998tns are a result of coolers located at points of sale (of which 2,569tns due to refrigerants losses). Based on the above breakdown, the company has prioritised the reduction of its impact from sales points and production processes.

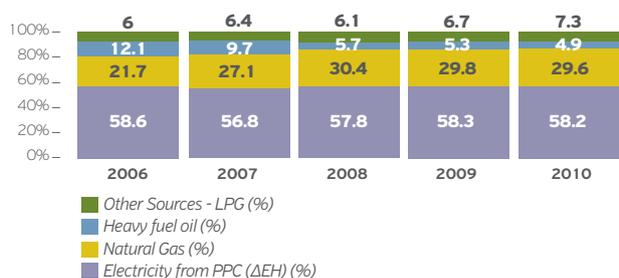
B. We use friendlier energy sources in production plants

An important source of energy consumption of energy at Coca-Cola HBC Greece emanates from the bottling plants. These plants require energy in all production processes, but also for a number of processes, such as heating, pasteurization, cleaning of containers and equipment, transportation, packing, lighting and ventilation. For this reason, we seek to improve the production processes, decreasing respectively energy consumption and atmospheric pollution due to greenhouse gases (such as CO₂).

At a more strategic level, where technically feasible and economically viable, our company uses environmentally friendlier energy sources (which result to lower greenhouse gas emissions) in its production Plants. As an example, natural gas is primarily used for energy production in Schimatari, Thessalonica and Volos.

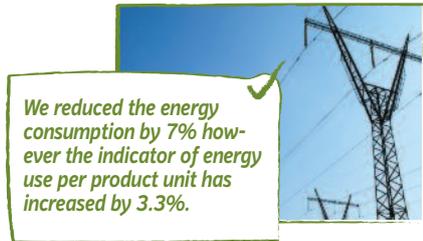
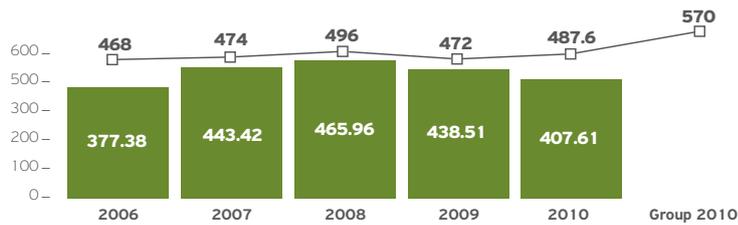


Energy Sources



The energy used by Coca-Cola HBC Greece for production purposes within 2010, was 58.2% grid electricity, (the use of lignite by the Public Power Corporation results a high carbon dioxide emission factor), 29.6% energy from natural gas, 4.9% energy from heavy fuel oil and 7.3% other sources, such as liquid gas.

Energy Use at Plants



■ Energy use for production (mn MJ)
 □ Energy use per product unit indicator (KJ/ltr)

In 2010, our seven production plants consumed 407.61 GJ of energy to produce soft drinks, juices and water, which corresponds to an average of 0.487 MJ per liter of product. This performance has been among the best of the Group, in which the average performance in 2010 has been 0.570 MJ per liter of product. This corresponds to a reduction of average energy use by 7% but an increase of 3.3% of the energy use per product indicator. Aiming at further improving this performance, our company has already planned a number of significant programs, such as:

- Pilot use of new technology lighting units at the Schimatari warehouse, with 70% energy saving.
- Establishment of Photovoltaic energy production systems, in two plants, by 2012.
- Establishment of a combined heating and power unit next to our plant in Schimatari (rescheduled for 2012 due to bureaucratic procedures). This unit will significantly reduce the air emissions produced by the production process by 40%.

C. We reduce energy consumption of coolers in points of sale

Environmentally friendlier equipment

The equipments used to sell products at the right temperature, includes coolers, automatic vendor machines and Post Mix for serving products in food chains. The environmental impact of these equipments, is mainly consumption of energy and loss of cooling gases into the atmosphere.

In order to reduce the effect from energy use, our company uses since 2007 the EMS/ECOBX system, which reduces energy consumption up to 35%. This way, the cooler lifecycle is prolonged (cooling circuit and lightening) and energy consumption is reduced. This system is an intelligent temperature control unit, which:

- Memorises movement in the area the cooler is located, for the first two weeks of operation (monitors door opening and area movement).
- Progressively activates the cooling circuit.
- Uses fans only periodically during the time that the shop is closed.
- Decreases the cooler operation, during the time that the shop is closed.
- Closes the cooler lightening, when the shop is closed, and activates the stand-by mode of the cooler.

Furthermore, since 2010 most coolers have been using Eco Cool/HC cooling technology which is environmentally friendly and have been equipped with energy disposal machinery, resulting to a 40% reduction of the energy consumption and to a 99% reduction of direct air emissions to the atmosphere. The company installed 7,694 EMS/ECOBX systems within 2010, out of which 6,199 have HC cooling technology, reaching a total of 14,148 units, while aims to invest in deploying this system, to further 5,000 units, within 2011.

In parallel, all sales force participate in the training program «coolers-customer-instructions» during their induction program, in order to be able to brief customers on how to use coolers in the most effective way.



D. We contribute to Forest Protection

CASE Study!

Forest Protection

In collaboration with the Non Governmental Organisation “**ARKTOUROS**”, our Company and the natural mineral water AVRA initiated in 2009 a multifaceted Forests protection program, based on three pillars.

Tree Planting

In collaboration with specialised professionals and scientific collaborators of “**ARKTOUROS**”, we ensure proper planting and development of trees for at least 3 years (a period necessary for proper growth and survival):

In 2009:

- Planting 8,100 trees at the fire affected region of Paneion Mountain at Kalivia, in Attica.
- Planting 650 fruitful trees, at the Krystalopigi forest in Florina.
- Planting 4,390 trees at the Panachaiko Mountain in Achaia.

In 2010:

- Planting 1,000 trees at the Panachaiko Mountain in Achaia.
- Planting 5,000 trees at the Ymittos Mountain in Attica.
- Planting 3,000 trees at the Sehsou forest in Thessaloniki.

It is estimated that these 22,140 trees, absorb each year approximately 180 tons of CO₂ from the atmosphere.



Environmental Education

The environmental education program titled “**The Forest: source of Water and Life**” describes the relation of Forests with Water, and is implemented under the auspices of the Ministry of National Education and Religions. The program includes:

- An interactive presentation, parallelising a forest with a child's life in a city (more specifically in a flat), indicating the relation of forests with water and their contribution to life itself. Thematic sections are a) reforestation, b) forest and vegetation, c) forest and residents (fauna), d) biological forest operation, e) forest and water and f) the suburban forest.
- A Leaflet summarising all above subjects in 8 schematic pages.
- A poster “We consume, the forest offers... in numbers”, presenting the direct relation and interaction of people in urban areas.



The program was applied to schools in Athens and Thessalonica, with the participation of 14,154 students.

Sensitization Program

In 2010, in collaboration with the scientific team of “**ARKTOUROS**”, our Company organised educational seminars with the title “**I Protect the Forest**”, with the participation of 320 attendants over the age of 18 years, in Athens and Thessaloniki. The aim was to mobilise people in matters such as human and forest protection from fire, reforestation technics and planting, and fire prevention in forests.



Communication Program

Our company, with the mineral water “Avra”, communicated practical messages to the public, regarding environmental protection:

- 3 television campaigns for reforestation.
 - 1 television campaign briefing about the stage of our reforestation programs.
 - Television interviews.
 - Newspaper advertisements.
 - An Internet site (www.avragreen.gr), which includes the virtual application “Plant a tree with your friend”: the company plants a tree at the Panachaiko Mountain, for each tree which is planted electronically and is supported by 5 friends.
- For each participating employee (answering correctly 4 questions concerning the program), AVRA plants a tree at the Panachaiko Mountain.
 - Through events at customer stores (like AB Vassilopoulos & Carrefour).
 - Environmental messages were displayed on AVRA packaging (0,5lt and 1,5lt bottles).
 - Electronic newsletter creation with detailed information on all actions.
 - Publication of 4 articles per month of environmental content.

4. Raw Material and Solid Waste

A. We use raw materials more efficiently

Coca-Cola HBC Greece recognizes that raw materials are not inexhaustible. Following the principle Reduce-Reuse-Recycle, the company primarily aims to the most efficient use of limited natural resources available and secondary to reuse materials, reduce solid waste produced (which is a by-product of all industrial processes) and finally to recycle waste.

For the non alcoholic beverages industry, solid waste by-products belong to two main categories:

- Production process waste (e.g. from packaging of products or use of ingredients).
- Post consumption packaging waste (e.g. used packaging).

Some indicative programs the company follows are:

- **Reduce:** Coca-Cola HBC Greece collaborated with its suppliers to become more efficient in using glass. More specifically, our plants in Thessalonica and Aegio replaced reused glass bottles and introduced a new glass bottle for the 1lt “Avra” bottle (from 540 to 480gr), which uses 1.2% less glass. Also, since the end of 2009, payment receipts are sent to employees electronically (excluding employees without access to computers).
- **Re-use:** Our 330cc aluminum cans use approximately 30% recycled aluminum.

Reduction of Resin

In order to use more efficiently raw materials, we cooperate closely with our suppliers, to minimize the impact of production processes, for example by using lighter weight packaging. The respective environmental benefits are multifaceted, since simultaneously manufacturing and distribution energy for these raw materials are reduced.

Within this frame, we reviewed the weight of PET bottles (used for over 58% of total production) and decided its reduction. Production of products using bottles with reduced PET quantity started in 2006, with the reduction of 1.5lt refreshment bottles from 48.5 to 46.5gr, of 0.5lt bottles from 28 to 24gr and of 1.5lt water bottles from 31 to 30gr. As a result, in 2010 we used 730tns less resin. Within 2009 our company also implemented a new pilot program to reduce our 500cc bottles by 2gr (from 24 to 22gr). The program was applied to 30 million bottles and as a result 61.4tns less resin was used.

Consumption of Resin



Cost Study!
We prevented the use of 730 tones of resin.

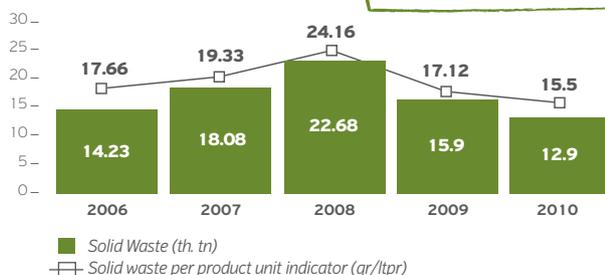


B. We recycle solid waste of our production

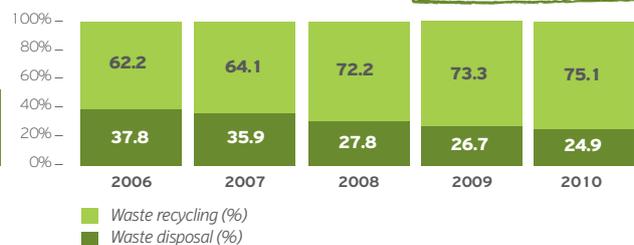
Coca-Cola HBC Greece, aims to decrease the solid waste it produces and at the same time recycle production waste, as much as possible. In order to achieve this objective, our company collaborates with licensed recycling organisations and governmental institutions. In 2010, the total quantity of solid waste created in plants was 12,961 tons, which corresponds to 15.5gr for each liter of product on average and a reduction of 9.5%, compared to the previous year (versus 2% reduction we aimed for).

Although our long-term objective is to reduce solid waste, at the same time we have achieved a considerable reduction of solid waste sent for disposal. One example is handling mud at Waste Water facilities (mainly in our Patras and Schimatari Plants), which are used to properly treat waste water at licensed units. Within 2009, we developed processes to de-hydrate mud in our Thessaloniki plant, to reduce net weight of solid waste and in parallel utilize mud as a stabilizer in waste disposal areas.

Solid Waste Production

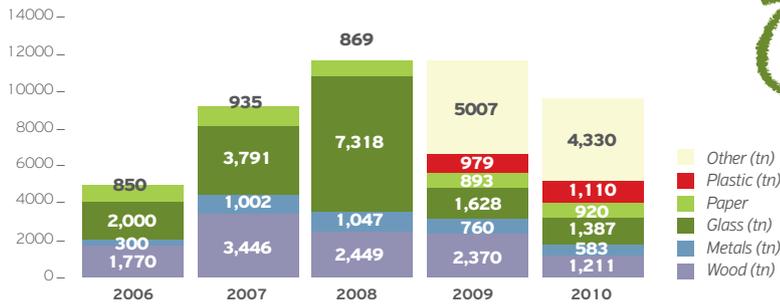


Solid Waste Disposal and Recycling



As a result, in 2010 we increased by 2.3% (in comparison to 2009) the analogy of solid waste recycled (with a corresponding decrease in proportions disposed), while the absolute amount disposed was reduced from 4,244tns in 2009 to 3,239tns in 2010.

Solid Waste Recycling



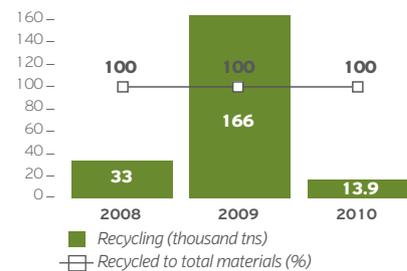
C. We recycle office materials

Despite the fact that using office materials (e.g. paper, toners, domestic batteries) has an insignificant impact according to our Impact Assessment, it constitutes an operational issue which we have chosen to handle. For this reason, we apply recycling programs for office paper, toners and domestic batteries, in our plants and offices. Respective data are included in the overall recycled quantities presented above.

D. We handle hazardous materials responsibly

Our company pays special attention to responsibly handling special waste produced, particularly for materials of special type, which contain hazardous components, as defined by respective legislation (e.g. oil, lamps, electrical and electronic equipment-WEEE). For this reason, we collaborate with licensed waste management institutions to forward 100% of these materials for proper disposal, following the respective EU and Greek directives, without conduction across boarder transportations. Special waste produced were 13.9tns, in 2010.

Special Waste Handling



E. We take care of end of life packaging recycling

Our company is a founding member of the Hellenic Recovery Recycling Corporation (HERRCO), which operates a Collective Alternative Management system (i.e. recuperation and recycling of rejected product packaging). Collaboration with HERRCO is certified by the Green Dot on 100% of our products. Although participation in this scheme and our respective financial contribution (which corresponds to 100% of our production) exempts our company from any further obligations to recycle packaging after use, our company (following its objective to protect the environment) applies pressure to increase the recycling rate, which is still very low in Greece (approximately 20%, according to Eurostat data).

F. We seek to reduce the impact of our events

Case Study!

Carbon Neutral Events

Coca-Cola HBC Greece with Amita Motion continued in 2010, a pioneering initiative. During "Amita Motion Tour 2010" and the fourth in row "Positive Energy Day 2010" some very important environmental messages were communicated to approximately 67,000 attendants of the events with a sense of optimism and positive thinking.

- Under the motto "Fill the Planet with Positive Energy", the young audience of the events was prompted to recycle all of its waste. The results of this initiative were spectacular, as in collaboration with HERRCO, 80% of the total 6tns of waste was recycled.
- Further on, our Company in collaboration with the global organization "Myclimate" assessed the amount of CO₂ produced by the series of Amita Motion events, aiming to offset them. The total of 1,350tns of CO₂ produced, were offset by value support to a hydroelectricity power project in Vietnam.



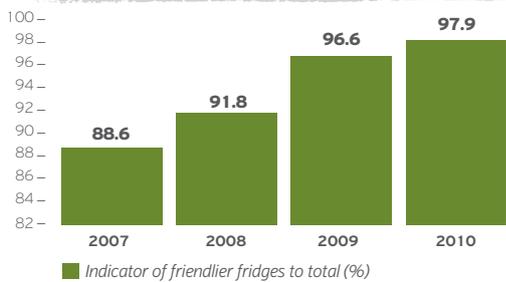
5. Ozone Layer and Air Emissions

A. We reduce our impact on the Ozone layer

Since 1994, Coca-Cola HBC Greece, has ceased acquiring equipment containing CFCs, which are particularly harmful for the ozone layer. Instead, it uses cooling substances which are less damaging to the environment, as they correspond to a lower Ozone Depleting Potential (ODP).

Therefore, within 2010, all new 5,138 coolers installed at points of sales, use R134 for cooling, increasing the percentage of coolers using this cooling material to 97.9% (in comparison to 96.6% in 2009). At the same time, our 2011 objective is to replace over 2,200 more coolers, a replacement pace which will be maintained till the end of the year, in order for all coolers to use henceforth cooling materials such as R134 A, R404 or R744 (CO₂).

Coolers with Environmentally Friendlier Cooling System

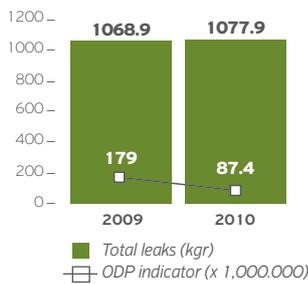


We increased by 1.3% the ratio of fridges with environmental friendlier substances.



The quantities of cooling and fire suppressants in our plants and marketplace coolers (except central offices), which inevitably leak, are obviously replenished. Our objective is to reduce the average Ozone Depleting Potential (ODP) of replenished materials, in order not to harm the Ozone layer. Since the only harmful material to the Ozone layer that we use is a small quantity of R22, our ODP indicator is only 87.4.

Ozon Layer Impact



We reduced by 51.2 the impact of cooling material escaped at the atmosphere.

Leaks in plants and coolers (kgr)

Material	2009	2010
HFC (e.g. R134a, R404a)	890.4	990.5
CFC / HCFC (e.g. R11, R12a, R12, R22)	178.50	87.4
Total	1068.9	1077.9



B. We monitor our impact on the atmosphere

Our air pollutants (except carbon dioxide, described in section "Energy") mainly emanate from generators and steam boilers used in our production Plants. We control and measure pollutants, such as soot and carbon monoxide, per shift, in all our plants. As a result, no over the limits measurements were detected (during the over 3,000 emission checks conducted within 2010).

6. Transportation

A. We reduce our impact from product distribution

Our products are distributed to points of sale all over Greece, in three ways: privately-owned trucks, suppliers' public trucks and customers' self-distribution. Products distribution is conducted according to concrete specifications, which include:

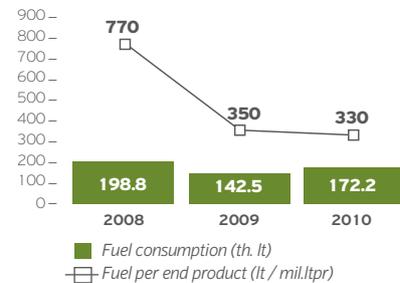
- Product fleet vehicles periodic controls, as required, at the Technical Control Centres for Vehicles (KTEO).
- Handling all special waste from fleet vehicles' maintenance, through licensed institutions, for further control and recycling.
- Annual re-examination of truck's itineraries, to select and follow the most suitable itinerary to reduce both cost and exhaust emissions.

Our 45 privately owned vehicles distributed 52,171,000lt of products within 2010, consuming 172,178lt of fuel, which corresponds to 0.033lt fuel per 1000lt final product, improved by 5.7% in relation to 2009.



We improved by 5.7% the effectiveness of product distribution. ✓

Product Distribution



B. We monitor our impact from corporate transportation

According to official reports, roughly 4.5 million cars existed in Greece in 2006, when since 2000 roughly 1,500,000 new cars were bought. Applying ecological driving principles can reduce fuel consumption and respective pollutant emissions by 10-15%, accidents by 10-25%, as well as maintenance and fuel costs.

Therefore our company:

- Registered the 1,005 corporate cars (for sales people and executives), but also measured their fuel consumption, which was 2.3 million lt.
- Conducted ecological driving seminars in 2008, which took place in collaboration with Toyota Hellas, with 630 employees from all regions of Greece participating.
- Took the decision not to cover traffic violations or after accident repair costs for corporate cars (hence covering financially the driver).

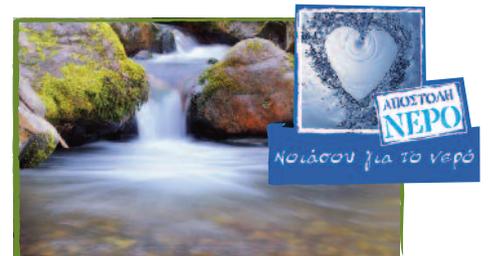
7. Ecosystems

A. We monitor our impact

All our production Plants are located in industrial, semi-urban and agricultural areas, which are not protected by the International RAMSAR Convention (convention on areas of International Importance for Dwelling for Aquatic Birds) or other conventions for the protection of biodiversity. Overall, the impact our company has on biodiversity is minimal and does not constitute a priority for action, in comparison to other environmental areas described in this chapter. However, our company in any case commits itself to handle potential future implications of our plants on the ecosystem.

In parallel, in order to protect biodiversity regions in Greece, our company supported partial cleaning of lake Prespa's bank (one of the 10 most important RAMSAR biodiversity regions in Greece), with regional municipalities and institutions, non-governmental organisations, 75 students from elementary and secondary schools from three countries (Greece, FYROM, Albania) and volunteers from our Thessalonica plant participating. As a result of this initiative, the Prime Minister of Greece, FYROM's and Albania's and their Ministers of Environment signed an agreement for the protection of the lake, binding all three parties.

Furthermore, the Company granted at the official non-governmental organization for the protection of lake Kerkini, a device who tracks any change at the level of the water in the lake and notifies the organization accordingly, with a message, in order to proceed in appropriate actions.



8. Visual and Noise Impact



A. We decrease our impact

Our visual and noise impact is minimal to inconsequential, since all our Plants are located in industrial areas, while our offices are located within urban areas. However, we conduct annual noise measurements in all our Plants, which once again indicated that noise levels are within the legal limits, as defined within our Operations Licenses.

9. We said - We achieved - We aim

We said	We achieved	Progress	We aim	By
To achieve a water consumption ratio per liter of product, lower than 2.11 lt.	See Section III-2A	0%	To achieve a water consumption ratio per liter of product, lower than 2.24 lt.	2011
To expand a rain water harvesting program, in public buildings in 6 Cyclades islands. To train on the above 50 teachers and 300 students.	Implemented See Section III-2C	100%	To implement a rain water harvesting program, in 7 buildings in Cyclades islands. To train on water issues 400 students, 100 teachers and 30 technicians.	2011
To expand the use of EMS/ECOBX systems to 7,000 coolers.	2,700 EMS/ECOBX installed. See Section III-3C	100%	To expand the use of EMS/ECOBX systems to 4,000 coolers. To reduce the CO ₂ emissions by 20%, in comparison to 2004 (overall Group objective).	2011 2020
To achieve an energy indicator per liter of product, lower than 460 KJ.	Increased to 487 KJ. See Section III-3B	0%	To achieve an energy indicator per liter of product, lower than 490 KJ.	2011
To apply a double side printing option for all printers.	Implemented for all mass printers See Section III-3B	75%		
To establish a combined heating and power unit in Schimatari.	Licence pending. See Section III-3B	25%	To establish a combined heating and power unit in Schimatari. To use Photovoltaic energy systems in 1 of our production plants.	2012 2012
To achieve a waste production indicator per litre of production below 17gr.	Decreased to 15.5gr. See Section III-4B	100%	To achieve a waste production indicator per litre of production below 15.5gr.	2011
To achieve a solid waste recycling ratio of over 70%.	Increased to 75.1%. See Section III-4B	100%	To achieve a solid waste recycling ratio of over 76.7%.	2011
To install over 2,200 more coolers with friendlier Ozone Depleting substances.	Installed. See Section III-5A	100%	To install over 5,000 more coolers with friendlier Ozone Depleting substances.	2011



Supporting the Community

What we believe

During the 42 years of our operation in Greece, we follow the principle that corporate growth should be aligned with social growth and prosperity. This principle originates from a sense of responsibility to support less privileged citizens, to improve their life quality and is transubstantiated into practice, via social contribution programs, partial return of income to local communities, as well as active involvement of our employees.

What we aim for

We aim to invest time, experience and resources to improve the quality of life, strengthen the cooperation and support the development of local communities and our country in general.

1. Economic Development

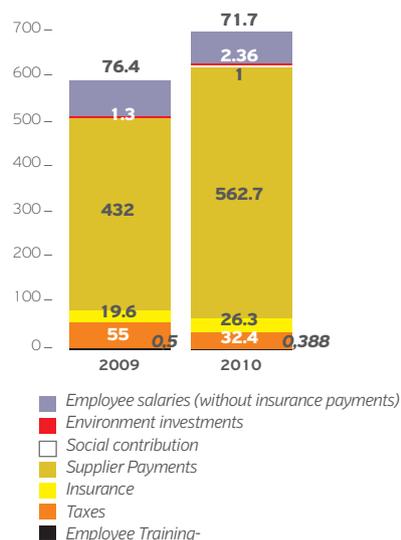
A. We contribute to the growth of the Greek Economy

As one of the biggest Greek companies, with 42 years of operation and continuous growth, Coca-Cola HBC Greece plays an essential role in developing the Greek Economy and particularly the local communities.

Our company:

- Contributes annually over 20.6 million € for employee's insurance.
- Offers directly employment to over 2,400 employees and indirectly 40,000 more throughout its supplier and customer value chain (according to respective studies).
- Substantially supports Greek producers, since approximately 90% of raw materials and services are acquired, in order of precedence, from Greek Regions and Athens (and only afterwards from remainder Europe and international markets).
- Supports small to medium-sized enterprises, ensuring that important work is also given to smaller companies, provided of course that defined tender specifications are met.
- Reinvested a significant percentage of its turnover back to communities, through investments, taxes, payments to suppliers and employee salaries.

Financial Contribution in (mil. Euros)



 for further information on Group Financial Results please visit www.coca-colahellenic.com/investorrelations/



Economic Development of Greece

Our Company's operation has a multisided positive effect on the business development of our country, based on a study conducted in 2010 by I.O.B.E., as it contributes to supporting employee positions, business development and to the economic sustainability of the Greek state.

Financial Development

The Company's operation contributes both, in the increase of paid taxes and the Country's income, in the period 2006-2010:

- Average annual expenditure in investments was € 16.8 million (an amount corresponding to 19.2% of after tax profits).
- Has conducted 3.7% of the total amount of investments and approximately 0.7% of total retail investments, within the Food and Beverage sector level.
- Gave annually, on average, € 43.9 million to the Greek state, in corporate income tax, an amount corresponding to 1.4% of total national corporate income tax.
- Paid annually, on average, insurance contributions of € 2.6 million (e.g. out of every € 1,000 paid to IKA, €3 come from Coca-Cola HBC Greece).
- It is estimated that our Company's employees paid € 7.2 million for income tax (an amount corresponding to 0.8 per € 1 000 of income tax).



Employment

Our Company's operation creates job positions due to the acquisition of raw materials, as well as production and distribution of our products.

Within the period 2006-2010:

- The average annual headcount was 2,378 employees, which corresponds to approximately 12% of employment of the three subsectors, in which our Company operates in Greece.
- Every job position in Coca-Cola HBC Greece supports 17 more job positions within the chain of production and distribution of our products.
- Coca-Cola HBC Greece supports, through its operation, 1,146 job positions at our supplier's chain and 40,501 job positions at the Hot and Cold Market sectors, through distribution and sales of our products.

Additionally:

- Our Company's expenses for raw material acquisitions from Greek suppliers have reached 51% of total related acquisitions.
- The amount to purchase Coca-Cola HBC Greece products in restaurants, bars, cantinas and catering, has reached 19.7% of the their overall turnover.
- The Company produces 3% of all Food, Beverage and Wholesale Trade sector product and 2% of the Retail Trade products.



B. We are a key player in the Food and Beverage sector

Our company is one of the main members of the Association of Greek Food Industries (SEVT), which represents the Greek Food Industry, a sector with a foremost role in the Greek Economy. More specifically, the Greek Food Industry Sector:

- Is the largest manufacturing sector in Greece, with a turnover of 12.5 billion €.
- Has achieved a growth rate of 20.6% in the last 3 years.
- Employs directly and indirectly 350,000 people, corresponding to 26% of the total manufacturing sector labor force.
- Has invested 1.5 billion € in production, technology and distribution units (2004-2006).
- Has invested 140 million € in training and development of human resources (2004-2006).
- Has invested 10.36 million € in recycling programs.

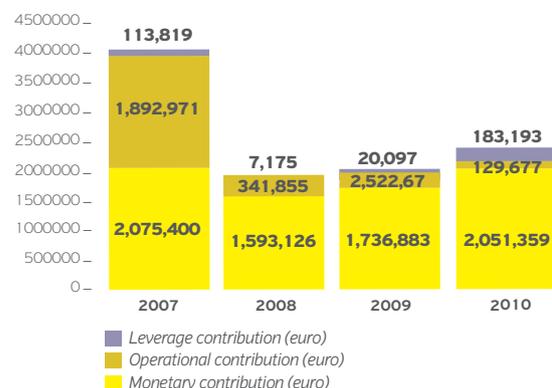
***Data from the 2009 Annual Report of the Association of Greek Food Industries (SEVT).*

2. Social Contribution

A. We systematically support community

Among our multi-faced activities in the area of Social Responsibility, our company has incorporated social contribution programs to support less fortunate social groups. To systematically monitor this contribution, Coca-Cola HBC Greece uses the internationally recognized London Benchmarking Group (LBG) model, since 2007, to calculate the value of its social contribution programs. Through this model, the total contribution is analysed in monetary contribution (e.g. monetary, products), in operational contribution (e.g. time allocated by employees) and leverage contribution (e.g. contribution of third parties due to these programs).

Social Contribution

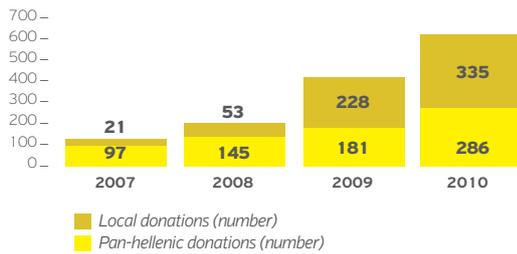


According to this model, the total value of social contribution (money, products, time of work etc.) in 2010, reached the amount of € 2,364,229, including the leverage contribution, which was € 129,677 in 2010. It must be noted, that for the Coca-Cola HBC Greece commercial sponsorships are not considered part of Social Responsibility and are therefore not included in the above analysis.

B. We support local communities

Coca-Cola HBC Greece seeks to support the Athens region, but also local communities and provinces in a balanced way (through the cooperation with Local Authorities and institutions). Consequently, in 2010 we managed to preserve the analogy of local activities to 54% of total activities.

Number of Social Activities



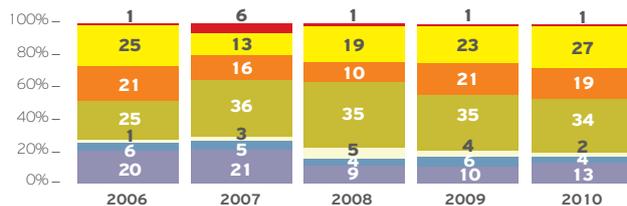
We preserved the analogy of local activities at 54%.



C. We support Greek Community

In order to implement long term social activities, our company has developed a thorough social contribution policy, which defines specific sectors of contribution related to our business operations and is applied in a balanced way (but also according to identified needs), at a National and Local level.

Allocation of Social Activities per Sector (numerical)



- Emergencies (%)
- Sports (%)
- Culture (%)
- Sensitive social groups (%)
- Nutrition - Balanced life style (%)
- Health (%)
- Youth Development (%)

Sector "YOUTH DEVELOPMENT"

Our company shows particular interest to young people, as we recognize that our role in their balanced intellectual and personal development can be substantial.

Among other, our company has supported in 2010, the following activities within the **Youth Development Sector**:

- Summer WWF volunteer program in Zakynthos, Hania, Lake Kerkini and Prespes Lake, for the 4th consecutive year.
- 9th Pan-Hellenic Sports and Culture Student Games in Serres (for the 4th consecutive year), with the participation of 950 students.
- 7 Sponsorships to the Piraeus University, University of Aegean and to the 16th Student Contest.
- Support of the educational program of the Cycladic Art Museum.



Sector "HEALTH"

Recognizing the need to armour people's health and especially of those which live in islands and remote areas of Greece, Coca-Cola HBC Greece designs and materializes programs, in collaboration with Non Governmental Organisations and Institutions, which aim to educate residents and tourists on health and first aid topics.



"I care for my health"

Coca-Cola HBC Greece, decided to merge and extend the two very successful health programs it has implemented the previous years ("Medical Landing in Greek Islands" and "Medical Mounting"), thus creating a new program called "I care for my health", in collaboration with the Greek Red Cross. The objective of the program, is to actively contribute to the improvement of the medical services offered in isolated rural regions of Northern Greece and to 5 islands of Dodecanese, through specific actions:

Case Study!



Healthy behavioural models

800 parents and teachers were educated on First Aid practices, on accident intervention and on a balanced – healthy way of life, by a scientific team of Greek Red Cross. The aim was, to give participants the opportunity to adapt new behavioural models promoting childrens' physical and mental health.

Check-ups

A scientific team of Greek Red Cross, consisting of a paediatrician, a dentist and a health visitor, visited schools during class time in order to carry out check-ups. In parallel, a fully equipped mobile health unit, consisting of a medical team, visited neighbour villages in order to offer free check-ups.

First Aid practices

Trained members of the Greek Red Cross run seminars on first aid practices for children in emergency case.

During 2010:

- Residents from 11 isolated regions of Northern Greece and 5 islands of Dodecanese participated.
- Check-ups were performed to 1,300 children.
- 10 children who were diagnosed with serious illnesses had further medical examinations without charge.
- 60,000 people were briefed on the importance of medical check-ups.
- 40 fully equipped pharmacy kits were donated to schools where trainings took place.

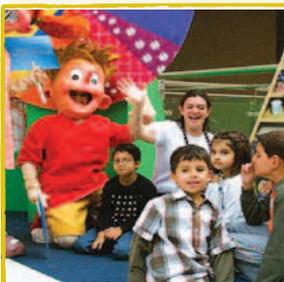


Among other, our company has supported in 2010, also the following activities within the **Health Sector**:

- Support, for the 2nd year, the "Greece race for the Cure", organized by the Greek Association of Women with Breast Cancer "Alma Zois" and the "Susan G. Komen for the Cure".
- Support voluntary blood donations (e.g. the Aimatocrete of Crete, the Municipality of Maroussi, the Panhellenic Association of Blood Donors of the Ministry of Health and Social Solidarity, the Embassy of Cyprus, the Life Line Foundation).
- Support of the "Open hospital of medical Frontiers", in Thessaloniki.

Sector "NUTRITION - BALANCED LIFE STYLE"

Obesity is one of the main public health issues, at a European level. A change in consumers' behaviour, in combination with a balanced nutrition and exercise, can become a solution to this issue.



"Change Tactic, Be Active!"

Our company is active in the wider food and beverage business sector and its products address most consumers. Therefore, we believe that we owe to stimulate the responsible behaviour of all people, on following a healthy diet. For this reason, in cooperation with Coca-Cola Hellas, institutions and organizations, we plan and materialize actions and programs, which promote a balanced way of life and promote healthy role models, under the overall title "Change Tactic, Be Active!". The program started in 2006, including the following modules:

"Balance-Moderation-Variety"

For the fourth consecutive, Coca-Cola HBC Greece and Coca-Cola, applied the educational school program "Balance-Moderation-Variety-". The educational school program, includes non-branded scientific educational material, which covers 32 hours of teaching (5 days) and informs students with regard to the bad diet habits of Greek families, while at the same time prompts them to adopt new habits of a balanced nutrition and physical activity.

In 2008, the program was recognised worldwide as the “Best New Initiative in the sector of Health” during the Beverage Innovation Awards, which were organized in collaboration with the Union of European Beverages Associations (UNESDA) and in 2010, at the same Awards, received the “CSR Excellence Award” for the consistency in long-term support of the market. By the end of 2010, the program will reach 61,500 students, in 875 schools and 3,100 school classes and teachers.

Educational event “Live positively – Give Life to the Planet”

For the 2nd consecutive year, the Coca-Cola System in Greece (Coca-Cola Hellas and Coca-Cola HBC Greece) conducted an educational event at the environmental sensitization park “Antonis Tritsis”, to highlight the value of parks, as ideal areas to exercise (walk, run, bicycle), but also highlight the importance of protecting them.

In cooperation with the Non-Governmental Organization of the “Greek Recycle Exploitation Company”, the “Greek Ornithological Company” and the “Birdlife International”, more than 100 employees and their families, as well as 25 Special Olympics athletes cleaned up the park, gathered 270 kgr of garbage, painted a public building of the park and tried their abilities in gardening, in an effort to help existing plants and trees to grow in one of the last wild life resorts of Athens.



Amongst others, our company has supported in 2010, also the following activities within the **Nutrition - Balanced Way of Life Sector:**

- Nutrition Campaign «Live in Harmony with 5 per Day», to 30,000 employees.
- 27th Tour of Athens, with the participation of 15,000 athletes.
- 19th Bicycle Tour of Athens.
- 5th International Football Games for children aged 9-15 in Thessaloniki.
- International Marathon “Alexander the Great” in Thessaloniki, with the participation of 1,950 athletes.
- Street Events of the Athens Youth and Sports Organisation (ONA) with the participation of 20,000 people.

Sector “SENSITIVE SOCIAL GROUPS”

Our company aims to provide materials, resources, time, know-how and moral support to underprivileged people, in collaboration with Non Governmental Organizations and institutions.



Amongst others, our company has supported in 2010, the following activities within the **Sensitive Social Groups Sector:**

- Contributed to the operational costs of two special health units of the Greek MDA Association.
- Supported the day care centres and the friendship clubs for elderlies of the Municipality of Athens (entertaining 9,000 elder people).
- Supported the tentative celebrations for the Special Olympics 2011, with the participation of 10,000 people.
- Supported food banks of 8 Municipalities, helping more than 12,870 people.
- Supported activities of various orphanages in Greece and re-habilitation units (e.g. Strofi, Diavasi).
- Supported games between children with and without special needs, by the Shimatari Municipality and the Special School in Helion.
- Donated a school bus to the “Zoodohos Pigi” Institution for children with special needs, in Crete.
- Supported the work of “Medicines of the World” for the purchase of vaccines for children.

Sector “SPORTS”

Setting children and young people as a priority, Coca-Cola HBC Greece supports sports and exercising as important factors for a balanced life style and cultivation of proper role models.



Amongst others, our company has supported in 2010, the following activities within the **Sports Sector**:

- 28th Classic Marathon of Athens (for the 5th consecutive year), with the participation of 21,000 athletes and 1,800 volunteers.
- “Tour of Athens”, (for the 4th consecutive year), with the participation of 12,000 athletes.
- Football, Tennis, Hockey and Basket Tournament in Athens (organized by the ONA, for the 2nd consecutive year), with the participation of 20,000 children.
- “Drosineia” sport events, with the participation of 1,000 students.
- Athletic Rewards of the Pan-Hellenic Association of Athletic Media (PSAT) (for the 18th consecutive year).
- International Hyper-Marathon Festival (for the 3rd consecutive year).
- Golf Tournament “Aegean Pro-Am” (for the 5th consecutive year).
- Elounda Resort Golf Tournament (for the 4th consecutive year).
- Support of small athletic teams (like Arditos, Panaigialeio, the Hellenic Federation of Horse Ridding, Heracles Kifisias etc).
- Support of the athletic events Schiniathlon and 4th Sfindami Mountain Festival in Pieria.



Sector “CULTURE”

Believing that Arts and Culture play an important role for Greek society, our company supports cultural life in Greece: Amongst other, our company has supported in 2010, the following activities within the **Culture Sector**:

- Andrea Bocceli’s concert in Megaron (the Athens Concert Hall), organised by the Breast Cancer Association.
- 51st Cinema Festival in Thessalonica.
- Leonardo Cremonini’s Exhibition in Athinaida.
- Actions by Michalis Kakogiannis Foundation.



Sector “EMERGENCIES”

Beyond programs which are annually deployed (within our overall support program), our company strives to contribute to emergency situations, as a responsible corporate citizen. Indicatively, we contributed to SKAI channel’s Haiti support marathon, after the devastating earthquakes of 2010.

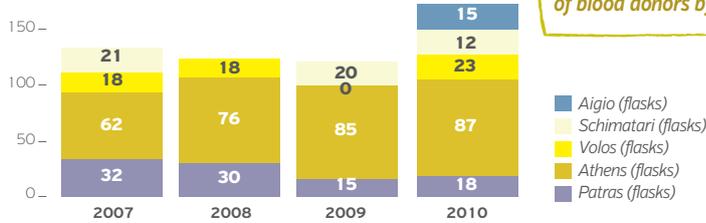


3. Blood Donation

A. We cultivate the importance of blood donation

In our company, voluntary blood donation has become an institution. Within 2010, we implemented seven blood drives, in collaboration with mobile hospital units from Patra's Saint Andreas, Athen's Laiko and Chalcis' General Hospitals. We gathered in total 155 blood bags, to support needs of employees and their families (in order of precedence), but also needs of society in general.

Employee Blood Donation



We increased the number of blood donors by 29%.

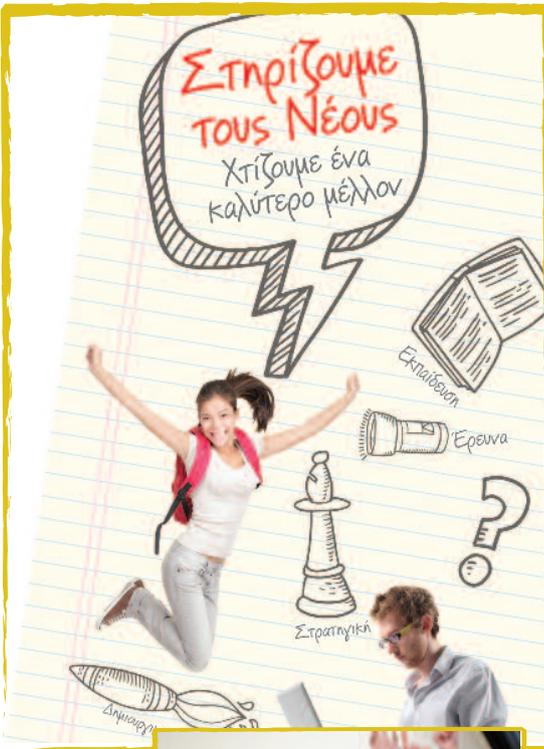


4. Business Enterprising

A. We support professional growth of young people

Within 2010, in order to familiarize young people with the job market, we:

- Provided 25 students and graduates with the opportunity to acquire professional experience, by conducting their practice in our plants and functions and thus "winning" a closer view of a modern multinational company.
- Supported the program of Young Entrepreneurship Association, titled "Under a manager's shadow - Be a manager for one day", where the opportunity was given to two high school students to visit our Thessaloniki and Crete Units, observe a typical working day and learn from professionals about the skills and competences required in order to succeed in this field.
- Supported the Pan-Hellenic Competition "Virtual Enterprise", organized by the Association of Young Entrepreneurs. 350 students (from public and private schools of Attica and Thessaloniki) were offered the opportunity to acquire knowledge about the marketplace, in order to establish their own enterprise.
- Supported the Conference "I Study What I Want", organized by the Journalist Group Macedonia, in order to inform young people of Thessalonica regarding professions with a growth potential.



B. We welcome visits in our plants

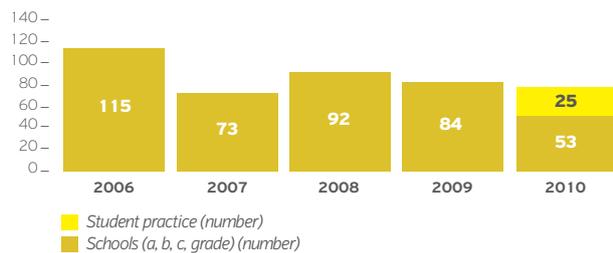
Every year, we guide thousands of students and pupils in our plants, in order to familiarize them with production processes and the way multinational enterprises function. More specifically, school visits (which constitute the majority of visits) take place once every 15 days, while the responsibility to monitor the number of visitors lies with the HR Department of each plant. In 2010 we received 53 such visits from 2,261 students.

At the same time, our company recognizes the need of safety for these visits. For this reason, the company has developed a procedure defining that:

- All guides have been trained on how to conduct a tour, what messages to communicate, about operations of our company and plants, but also on safety systems.
- The Coordinator (being the person in charge), ensures that all our Health and Safety procedures are followed.



School Visits and Student Practice



5. Volunteering

48

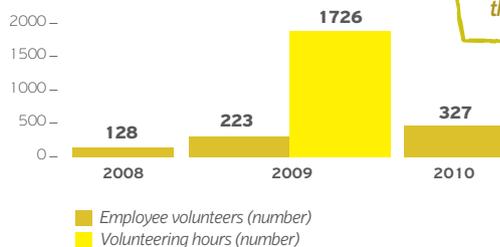
A. We cultivate volunteerism

In Coca-Cola HBC Greece we believe that, the role of a corporation is also to deploy the spirit of volunteerism to its employees, in an effort to utilize their skills for the wider wellbeing and at the same time integrate the principle of responsibility in their way of thinking and acting. Therefore, we organized more than 30 events with the voluntary participation of 830 employees (503 of which were not employees).

Indicative events are listed below:

- 12 volunteers participated to the Young Entrepreneurship Association.
- 22 volunteers supported the recreation of the Eyosmos Park in Thessaloniki.
- 100 volunteers participated in cleaning up 12 beaches.
- 170 volunteers participated in cleaning up the environmental sensitization park "Antonis Tritsis".
- Volunteers visited 15 institutions and more than 480 fellow people.
- 120 volunteers supported the reforestation of 3,250 trees at the Pikermi of Attica.

Employees Volunteering



We increased the number of employee volunteers by 47%, over 14% of the total workforce.



6. We said - We achieved - We aim

We said	We achieved	Progress	We aim	By
To implement a health program in 10 regions of Northern Greece and 4 islands (first aid seminars etc., preventive medicine, preventive medical exams to students).	Expanded to 11 regions and 5 islands.	<u>100%</u>	To implement a health program in 11 regions of Greece, increasing the number of examinations by 150% and the trained/examined people by 10%.	2011
To support activities of 15 institutions for Sensitive Social Groups (supporting at least 500 people). To implement 3 programs in cooperation with MDA.	Expanded. See Section IV-2C	<u>100%</u>	To support activities of 10 institutions which support poor fellow citizens (supporting at least 1,000 people). To support the establishment of MDA's Youth Center.	2011
To help high school students understand business operations (5 activities annually).	Offered scholarships to 2 higher education institutes. See Section IV-2C	<u>100%</u>	To help high school students understand business operations (5 activities annually).	2011
To implement a study of our socio-economic impact.	Completed. See Section IV-1A	<u>100%</u>	To update the study with 2010 data.	2011
To implement 6 employee volunteering programs (with at least 60 participants).εθελοντών).	Over 10 programs implemented. See Section IV-5A	<u>100%</u>	To implement an employee volunteering program (with at least 70 participants).	2011
To train 60,000 students and 3,000 school teachers, through our "Balance-Moderation-Variety-" program.	Programs implemented. See Section IV-2C	<u>100%</u>	To sustain the "Balance-Moderation-Variety-" program and train at least 80,000 students.	2011





Contributing to the Marketplace

What we believe

For the last 42 years, Coca-Cola HBC Greece is a significant supplier for shops, restaurants, supermarkets and other companies selling our products, a preferred choice for roughly 10 million end consumers, as well as an important customer for over 4,500 suppliers located in Greece and abroad. The scope and size of our business activities proportionately increases our obligation to operate responsibly, but also to disseminate the principle of Social Responsibility in our sphere of influence, namely our consumers, the business community and our value chain.

What we aim for

We aim to develop high quality products and services which are safe and correspond to the needs of our consumers, to operate responsibly internally, as well as to facilitate the responsible operation of customers, suppliers and markets, in which we operate.



1. Corporate Governance

A. We follow Corporate Governance Principles

We follow respective practices of our Group, believing that our responsible internal operation define our business success. Our company designs models and processes, following the principles of proper Corporate Governance, as defined by the Group and internationally recognised standards. Indicatively:

- The Group BoD President does not have an executive role within Coca-Cola Hellenic.
- The 11 member Group BOD, consists of 4 independent non-executive, 1 executive and 6 non-executive members.
- The Group BoD has established a number of Committees, such as the Internal Audit, Social Responsibility and Compensation Committees (each of which consists of three non executive Board members).



for more information regarding the BoD structure, please visit www.coca-colahellenic.com

B. We apply Internal Audit systems

Our Internal Audit systems analyse risks proactively, determine auditing activities and include briefing on financing questions and conformity to regulations. Within the Group and the company, our top management:

- follows the Code of Professional Conduct
- has defined a BoD Group Auditing Committee, which constitutes of three independent, non-executive board members
- is explicitly committed to apply and maintain a robust internal auditing system, throughout all company activities
- applies concrete financial policies and processes, as well as a policy on information systems' security.



Since 2007, our separate Internal Audit Department reports functionally to the Group Internal Audit Department and administratively to the Financial Director. The Group Internal Audit Department reports to the Board of Director's Group Auditing Committee and administratively to the Group's Financial Director. This structure ensures independence of the Internal Audit Department, but also application of robust internal auditing systems. Responsibilities of the Internal Audit Department include:

- maintaining a complete annual audit plan, for all company operations
- assessing audit efficiency, as far as internal operations, accountant models, financing reports and management practices are concerned
- participating in the development of Policies and Procedures developed, in cooperation with Management, in order to simultaneously handle identified areas for improvement
- preparing periodic reports and continuously briefing the Auditing Committee and management, as far as audit results and respective corrective actions are concerned.

It is worth mentioning that our Internal Audit department covers annually all activities and departments and therefore all our employees, while through this process business areas with potential corruption risks are also identified and further analysed.



for further information please visit our Group's web site www.coca-colahellenic.com

C. We precisely determine obligations of our executives

Coca-Cola HBC Greece's Chart of Authority constitutes an extension of our Group's Chart of Authority, which is used to:

- clarify competences and responsibilities within the decision-making process
- check and manage the use of resources and professional services
- ensure suitable models of corporate governance.

According to the Chart of Authority:

- The Group Board of Directors (BoD) provides authorizations and approval rights for management, both at Group level, as well as country, region and Plant level. This way, potential conflicts of interest between shareholders and executive members are avoided. Describes cases where members of the Board of Directors, Committees and Management should be informed, with regard to decisions taken at various levels, in all functional areas. Failure to comply with the Chart of Authority constitutes a violation of our Code of Professional Conduct and can lead to disciplinary actions, including even dismissal from the company.

2. Ethical Competition

A. We collaborate with Greek and EU Competition Authorities

The Group's companies, in all European countries are committed to align their strategies with the EU's Competition Committee requirements. This line of engagement is known with the term "Undertaking".

Within this frame, the Group has applied an extensive training program for competition laws and regulations, has developed a Competition Handbook (in order to inform properly employees) and has defined a compliance office, in each country it operates.

At a local level, Coca-Cola HBC Greece is fully compliant with these obligations, since the program started in 2006. Compliance is incorporated in all new agreements with our customers, while all sales people have received and have been trained on the Group's Competition Handbook.

As a result, within 2010 Coca-Cola HBC Greece was not accused by the Greek Anti-Competition Committee, while no case of legal prosecution, negative court decision, temporary fine or final fine was imposed, for environmental or product related issues (including health and safety, pricing, labelling and communication issues).

However, a Committee decision (issued in 2006) is still pending at the Supreme Administrative Court of Greece, whereas two cases related to environmental fines (since 2005 and 2006) are pending at the respective Court of Appeal.

No fine, due to legal or regulatory issues was imposed on our company.

3. Product Quality

A. We offer safe and qualitative Products

Coca-Cola HBC Greece believes that the quality and safety of its products is the cornerstone of its current and future success and constitutes a main obligation towards the million consumers, which use our products. Coca-Cola HBC Greece invests systematically to offer the right product, in the right packaging, at the right point of sales and in the right price, with its fundamental concern being the safety of the product itself.

- As a bottler of The Coca-Cola Company's products, the company applies to The Coca-Cola Company Quality System (TCCCQS), which defines strict specifications for quality of products and completeness of packaging.
- All our Plants are certified according to ISO9001 and ISO22000 (applying HACCP-Hazard Analysis and Critical Control Point system) for food health and safety, throughout the products' life cycle.
- In each bottling Plant, the quality control laboratory checks raw materials, packaging and final products.
- We apply regular chemical and microbiological controls (in each stage of production, transportation and storage processes), to check specifications of both packaging and products (for water products, microbiological and organoleptic controls are also conducted at sales points).
- All required labeling obligations are applied, as defined by the Food and Beverage Code.



Περισσότερες πληροφορίες για την «Πολιτική Ποιότητας» στο www.coca-colahellenic.gr



B. We collaborate with Scientific Institutions to ensure product quality

Like every year, within 2010 our company conducted millions of quality checks, in laboratories of all seven production Plants and throughout our supply chain, following our internal quality standards, which are stricter than respective legal and ISO22000 requirements.

- In order to ensure the quality of water products, our Aegio Plant (where the products AVRA and WaterBlue are bottled), applies "Equase", the European program of internal control for Microbiological laboratory faculty, which is implemented under the auspice of the Ministry of Health and Social Solidarity. The program includes monitoring microbiological water quality at all production stages (from drilling up to final production).
- We monthly assemble samples of all products located in points of sale, which are then examined both at our own laboratories, as well as at independent laboratories, in order to confirm their proper quality.

C. We destroy preventively reserves (writte offs)

Coca-Cola HBC Greece implements a concrete process to ensure that inadequate or possibly inadequate products are not forwarded to the market. More specifically, the company has defined specifications for storage and management of reserves, as well as actions to be taken to destroy reserves, according to the respective legal frame.

Reserves are considered deficient, when these can not be forwarded in the market (for products) or be used in production (for raw materials, packaging) because:

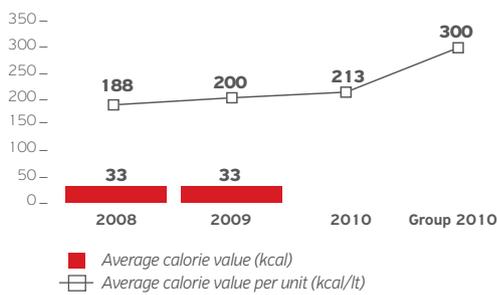
- consumption date has expired
- packaging is defective (e.g. leaks)
- products are damaged during distribution (loading, transportation)
- quality control indicates inappropriateness.

Following this procedure, over 3 million liters of products were destroyed, within the year 2010.

D. We offer choices for each nutritional need

During the last years our company acts upon market trends and consumers' expectations, by increasingly focusing on water, sport beverages and functional drinks, with less or no sugar content at all. As a result, our average calorie value per unit of product is significantly lower (213 kcal/lt) in comparison to the Group's average value (300kcal/lt), providing consumers more options, which will not overload their diet, from a calorie perspective.

Calorie Content of Products



Case Study!



New products

Our strategy is to contribute covering the daily nutritional needs of Greek consumers, but also to continuously improve the variety and quality of products in the market of non alcoholic beverages, in which we operate. Consequently, also during 2010, we offered alternative products, covering every need and expectation.

Juices

A portion of fruits and vegetables has significant benefits for our body. According to the U.S. National Institute of Cancer, a portion of nutritional balance is defined as the quantity of fruits contained in a 200ml glass of 100% natural juice, a fruit of mediocre size or a small salad bowl. Therefore our company offered consumers the Eyzin by Amita line of juices:

- **Efzin by Amita, with iron and Vitamin C**

a new product combining the unique taste of apple and Kiwi with the benefits of iron and Vitamin C. The combination of these two fruits with the iron is proving particularly effective as the Kiwi, naturally rich in Vitamin C maximises the iron absorption by the human body.

- **Efzin by Amita with Orange and Omega-3 unsaturated vegetal fatty acids:**

the Omega-3 known as "good grease" (which our organism cannot compose by itself), has beneficial attributes for the human organism, mainly with regard to our cardiovascular system and reduction of "bad" cholesterol in our blood (LDL - cholesterol). Moreover, the Omega-3 fatty acids have been related to improving our memory and our cerebral operation. The juice contains also an important quantity of Vitamin C, covering the Recommended Daily Intake, as well as a variety of antioxidants.





• **Efzin by Amita, with green apple and Chios Mastic**

The juice of green apples, a fruit with high nutritional value for energy and hydration of our body, is combined with the beneficial attributes of the Greek Chios Mastic, known for its antimicrobial and anti-inflammatory action.

• **Efzin by Amita, with plum, fig and Natural Fibre**

Red fruits contained in the juice (red grape, blackberry raspberry, strawberry, plum and fig) constitute an exceptional source of antioxidant substances. The juice is enriched with natural fibers and contributes to a balanced daily diet, supporting at the same time our digestive system.



• **Efzin by Amita, with apple, orange, calcium and Vitamin D**

This new product (launched within 2009) offers the nutrition of the benefits of fresh fruit, as well as benefits of calcium and Vitamin D. Vitamin D helps the human organism to absorb calcium, whereas the quantity of calcium within the product is 38% of the Guideline Daily Amount (GDA).



• **Amita orange juice with Extra Vitamin C:**

Enriched with extra Vitamin C, it is ideal for people with an intense way of life. Vitamin C boosts the immune system, contributes to a balanced metabolism, maximises the absorption of iron by the human body and constitutes an exceptional source of antioxidant substances.

• **Amita Orange juice with low acidity:**

With a lower acidity compared to any other 100% juice in the Greek market, it is suitable for those with stomach sensitivity, without losing all benefits from Vitamin C, naturally contained within oranges.

E. We provide information about our products' nutritional elements

Our company uses only ingredients which are approved by the responsible Authorities at a Global, European and Greek level. At the same time:

- We do not use any ingredients which are genetically modified or emanate from genetically modified micro-organisms.
- We do not conduct animal testing, as part of our product development process.
- We recognize even limited concerns expressed by the public and monitor closely respective trends in Greece and abroad. For instance, aspartame continues to be categorized as safe for consumption based on European Food Safety 2006 decision and American Anti-Cancer Society report.
- We inform and educate the public, regarding the nutritious value of our products. An example is the 13th Pan-Hellenic Congress of the Greek Atherosclerosis Society aiming at approaching and briefing nutritionists on the importance of proper hydration.

Nutritional Information Indication

Our company within the self-regulation frame of the food industry and its official institution for food industries (SEVT), responded in 2007 to consumer queries, regarding nutritious elements of products, by quoting main nutritious elements of products on all our packagings. More specifically, on each label the following information are displayed:

- the calorie value per unit of product and the percentage of calories which correspond to each product, in comparison to the recommended daily consumption (for a daily diet of 2,000 calories)
- the quantity of 8 most important nutritious components (Big 8), more specifically calories, sugar, fat, saturated fat, carbohydrates, sodium/salt, fibers and proteins per unit of product, as well as the percentage of Guideline Daily Amount (GDA), which covers the consumption of each product.

The Guideline Daily Amount is a guideline which refers to the quantity of calories (Energy content) and main nutritious components, which are contained per portion of product, as well as the portion an average adult needs to cover his daily nutritional needs (within the frame of a balanced 2,000 calories diet). This way, our Company provides consumers useful information make conscious nutritional choices.

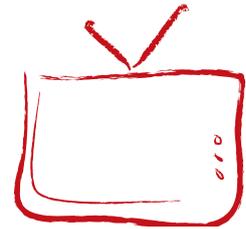


4. Responsible Marketing

A. We advertise our products with responsibility

Coca-Cola HBC Greece aims to follow responsible practices for advertising and marketing activities. Therefore, we follow the Advertising Principles, developed by the Hellenic Federation of Advertisers (SDE), based on which we ensure that our communication material is legal, proper, fair, sincere and corresponds to reality. It also ensures that our communication material respects people's diversity in terms of age, gender, race, religion and natural or mental condition.

To further guarantee the above, our company's marketing department conducts audits of advertising messages before their final launch, whereas in those cases, where no prior experience and knowledge on potential restrictions and elements that should be checked exists, audits are conducted by the legal office. As a result, neither withdrawal of communication messages (after launch) took place within 2010, nor were any corresponding fines imposed, by respective and responsible authorities.



B. We communicate respecting to children

Coca-Cola HBC Greece pays particular attention to the potential impact communication could have on children. For this reason, our company follows for all products an additional marketing policy, which refers specifically to children. It is worth mentioning, that we focus on promoting juice and water products in schools (which contribute to a balanced nutrition), a practice which is further promoted via our distribution chain.

 for more information regarding the Code of Marketing, please visit www.coca-colahellenic.gr

5. Responsible Supplies

A. We positively influence our value chain

Our 4,500 suppliers are located all over Greece and abroad and Coca-Cola HBC Greece recognizes the role it can and should play in disseminating the Social Responsibility principle within its value chain. Our suppliers are separated in two large categories: the direct or basic suppliers and the indirect or secondary suppliers. This categorization is based on the quantity of materials, the type of materials (e.g. if it is an essential material or services for our company's products and activity), as well as the amount spent for the particular acquisition.

We have developed, at a Group level, "Supplier Guidelines" for all our suppliers, in order to positively influence our supply chain. The "Supplier Guidelines" include our requirements towards Suppliers, as far as their responsible operation is concerned on issues such as labour, environment, health and safety, child and forced labor etc.

 for more information regarding the Suppliers Guidelines, please visit www.coca-colahellenic.gr

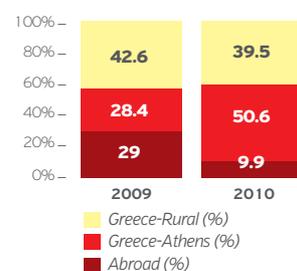
B. We select systematically and support our suppliers

The majority of purchases is conducted through suppliers approved by the Group, whereas in case of smaller purchases, we include in contracts and selection processes respective requirements for issues such as environment, health and safety, human rights. In parallel, allocation of projects is conducted only to suppliers who:

- have been selected via market analysis and following competition of bids, while in cases that the project exceeds the amount of €20,000, a contract is signed to ensure transparency
- have successfully passed a Social Audit within the last 3 years (conducted by 3 independent Certification Bodies), in case the contracted amount exceeds annually the amount of €60,000
- adhere to the quality and safety guidelines and have signed the Group's Guiding principles.

Our Company strives to conduct payments according to our contractual obligations, an important issue considering the financial instability, with the average payment time in 2010 being 64.7 days. At the same time, the majority of our purchases, is conducted from suppliers in Greece (90%), while even more important is the fact that 39.5% of our purchases is conducted from local suppliers, supporting the national and local development.

Allocation of Purchases per Region

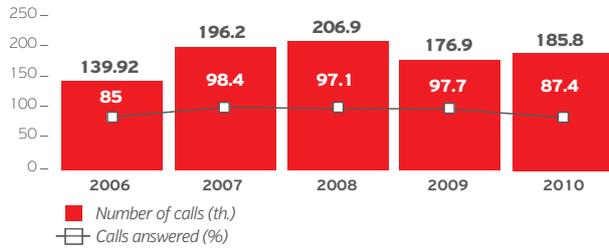


6. Customer and Consumer Communication

A. We reply to customers' requests

Customers of Coca-Cola HBC Greece can easily contact the company, in order to ask about product orders, to request technical support for installed cooling equipment or simply to make comments and proposals. Consequently, the Center constitutes a communication link between customers, salesmen, but also with the company itself, facilitating and accelerating cooperation. Overall, the Center received 1 85,777 incoming calls within 2010, with the corresponding answered calls being 87.4%, a figure much lower than the previous year due to a new software system application.

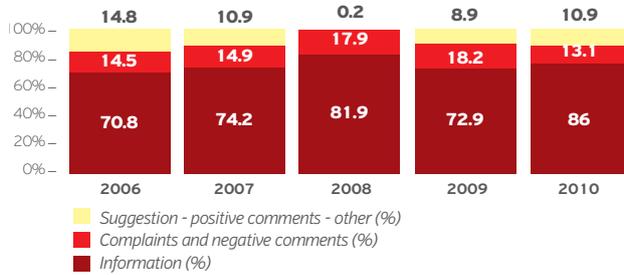
Incoming Calls and Replies



Answered calls decreased by 10.3%.



Call Categories



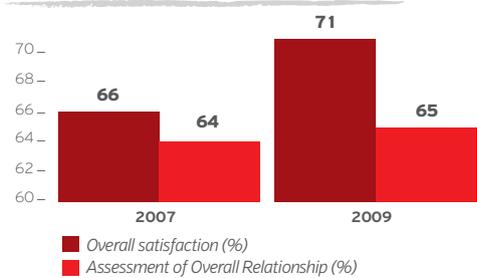
We reduced by 5.1% the percentage of calls related to complaints and negative comments.

¹ It is reminded that Customers are the resellers of our products, while Consumers are the final users.

B. We monitor satisfaction of our Customers

Our Company monitors systematically satisfaction of our Customers, in order to improve and enhance the flawless operation of our value chain. For this reason, we carry out a survey every two years. In this survey, a series of questions lead to an overall integrated "total quality of relationship" index, with our customers. According to this survey, the percentage of our Customers with an "excellent relationship" has improved by 1%, while the respective percentage that states "overall satisfied" from our cooperation improved by 5%, within the last two years. The next survey is due for 2011.

Assessment of Overall Satisfaction and Relationship with Customers



C. We reply to consumers' requests

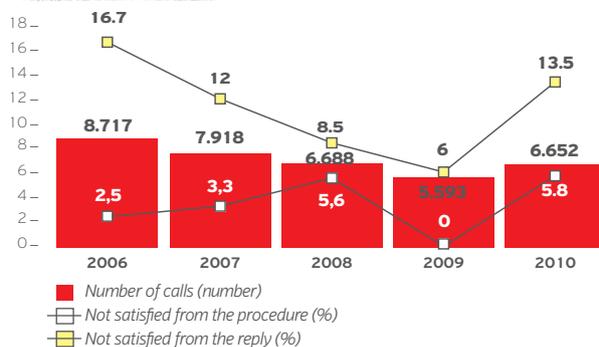
The Consumer Communication Department receives, evaluates, records and replies to consumer requests and remarks, being the communication link between the company and consumers. The department:

- Operates from Monday till Friday (09:00 a.m. - 17:00 p.m.), with five free of charge dedicated lines.
- Conducts every year a consumer Satisfaction survey. This survey completes the process of complaints handling and the results are used to continuously improve our products and services.

Within 2010 we served 6,652 consumers and it is worth mentioning that 13 calls were related to environmental-recycling issues, while no calls occurred for violations of privacy or loss of personal data.

At the same time, consumer satisfaction from the replies given in 2010 decreased, since only 13.5% claimed "not satisfied from the answer received" (in comparison to 6% in 2009), whereas 5.8% claimed "not satisfied from the process that was followed" (in comparison to 0% in 2009).

Calls and Consumer Satisfaction



The number of calls increased by 18.9% compared to 2009.



7. Marketplace Communication

A. We participate in business associations

Coca-Cola HBC Greece seeks an active role in organizations and institutions, which publicly express positions on corporate and sector issues of interest to us, or promote the principle of Social Responsibility. For this reason, we participate in institutions and associations, as described below, with members of our company participating in the BoD of the first 7 organizations:

- the Hellenic Federation of Enterprises (SEV)
- the Federation of Greek Food Industry (SEVT)
- the Federation of Greek non-alcoholic beverages Industry (SEVA)
- the Greek Association of Branded Products Manufacturers (ESVEP)
- the Efficient Consumer Response (ECR)
- the Hellenic Marketing Institute (EIM)
- the Hellenic Network for CSR (HNCSR)
- the Federation of Green Bottled Water Industry (SEFYMEN)
- the Hellenic Federation of Advertisers (SDE)
- the Hellenic Customer Service Institute (EIEP)
- the Union of European Beverages Associations (UNESDA)
- the European Confederation of Food and Drink Industries (CIAA)
- the Hellenic Management Association (HMA)
- The Greek section of Global Compact.

B. We ensure data reliability

Our data protection policy defines the proper use of Data and Systems by our employees and includes requirements and obligations which are common for all users within our company and the Group. All Information Systems (and any data or messages stored, created, sent or received through them) are company property, while the responsibility and obligation to ensure that these systems are used properly, lies with each user.

At the same time, within the process of annual recertification of our company's management systems and respective audits by the Group, environmental, financial, as well as health and safety data and information are checked, before publication, by our company or the Group.

C. We sensitize our consumers

Information is described in section III-2 (Environment - Water - We sensitize the Public).

8. We said – We achieved - We aim

We said	We achieved	Progress	We aim	By
To continue the program by planting 9,000 trees in three areas. To conduct educational seminars on "Protecting the Forest", in Athens and Thessaloniki.	«Some forests have their own Avra» campaign launched. See Section III-2C	100%	To continue the program by planting 5,000 trees in three areas. To clean up 6 forests in urban areas, under the program "Clean Forests"	2011
To continue our briefing campaign for the public, on the issue of balanced lifestyle and healthy nutrition.	See Section I-4, V-3D	100%	To continue our briefing campaign for the public, on the issue of balanced lifestyle and healthy nutrition.	2011
To utilize local suppliers, at least by 40%.	See Section V-5B	100%	To utilize local suppliers, at least by 90%.	2011
To receive zero regulatory fines of any kind.	See Section V-2A	100%	To receive zero regulatory fines of any kind. To maintain the percentage of customers with which we have an excellent relationship.	2011
To launch at least one product with health aspects.	See Section V-3D	100%	To launch at least one product with health aspects.	2011
To implement at least one social program, in cooperation with a customer.	See Section III-3D	100%	To implement at least one social program, in cooperation with a customer.	2011



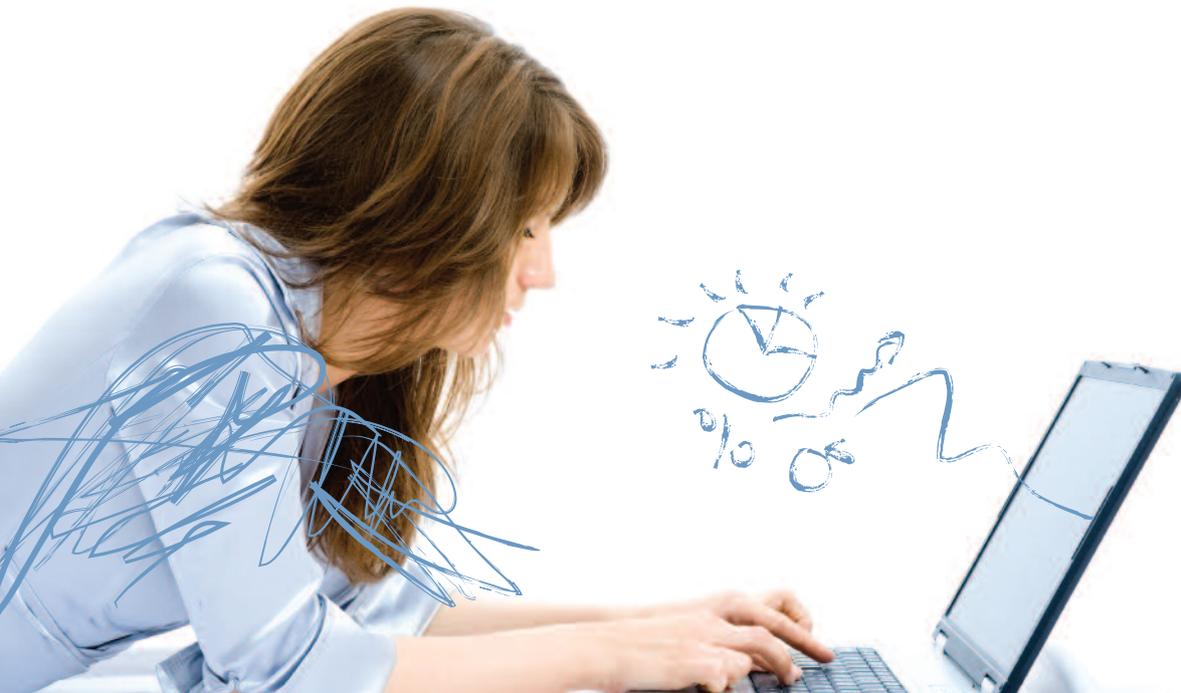
Caring for the Workplace

What we believe

We believe that the success of our company is based on our People. These are the ones who think, create, decide, initiate and therefore materialize on a daily basis our vision and values into action, supporting simultaneously our responsible operation.

What we aim for

We aim to create a workplace which is safe, fair and focuses on the involvement and development of our employees.

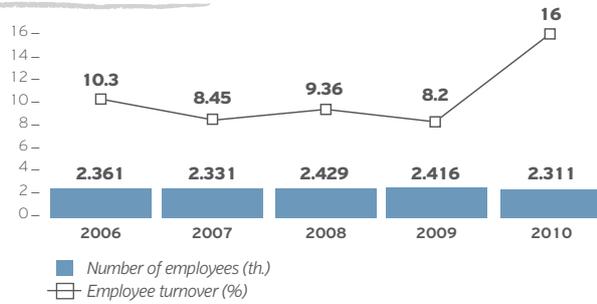


1. Work Positions

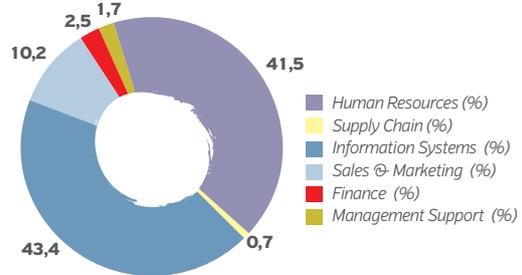
A. We support employment

Coca-Cola HBC Greece employs directly 2,311 employees all over Greece, while our operation creates indirectly tens of thousands more work positions at partners and suppliers who cooperate with us, contributing to our country's economic development.

Human Resources



Allocation of Employees per Function

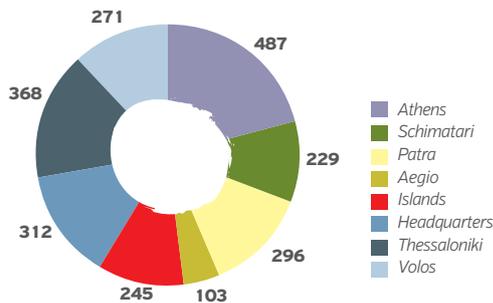


These 2.311 employees:

- have an average age of 39 years
- stay within our company for 11.3 years on average
- 95% of employees (2,196) is occupied with full time contracts, while 5% (115) with part time agreements
- all employees are occupied full time
- 23 employees are non-Greek and
- 11 employees have special needs.

The number of employees remains stable over the last years, while the turnover rate was 16% (in 2010 the number of employees left was 371), without noteworthy fluctuations in the turnover rate according to age, gender or region of employment. It is worth mentioning that the hiring processes within Plants outside Athens take into consideration also the local origin of applicants, in case of course they fulfil set requirements, as described in the respective job positions.

Allocation of Employees per Region



2. Health and Safety

A. We ensure the safety of our employees

Coca-Cola HBC Greece, as a manufacturing company, sets employees' Health and Safety as an absolute priority. This concern is reinforced in our official Health & Safety Policy, approved by the General Manager of Coca-Cola HBC Greece. Our objective is the eradication of accidents and the creation of a workplace environment, where occupational risks have been identified, understood, evaluated and eliminated. Main actions our company implements, in order to achieve the above objective are the following:

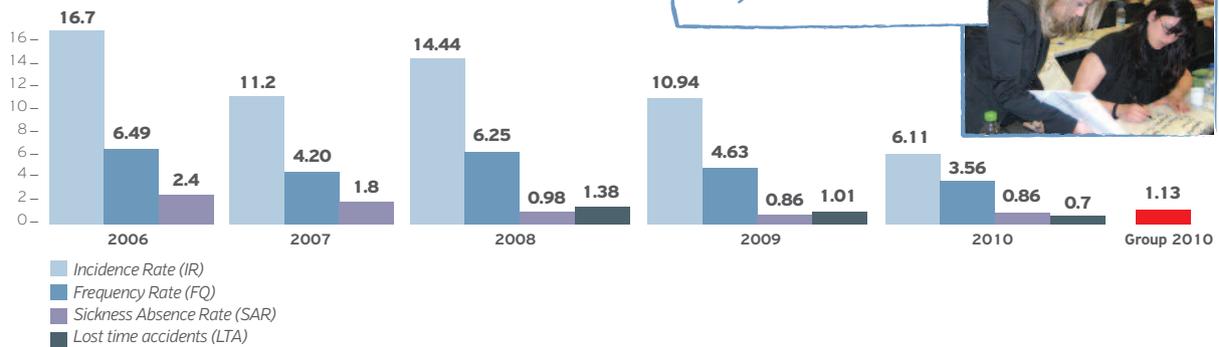
- All Plants of Coca-Cola HBC Greece are certified according to OHSAS 18001 (Occupational Health and Safety series - OHSAS 18000) for Health and Safety at the workplace.
- Moving a step further, Coca-Cola HBC Greece decided to certify all Plants, according to an even more advanced system, The Coca-Cola Company Occupational Health and Safety Management System (TCCC SMS).

- The company identifies risks for all production Plants, which are recorded in Written Studies, the Risk Assessments in Written Studies, the Risk Assessments. Furthermore it eliminates or reduces identified risks, by taking appropriate actions. In cases that risks still exist, our company educates employees and provides all suitable Means for Individual Protection.
- We apply the System of Zero Accidents (SY.M.A.), which functions preventively, by recording and analyzing practices which need to be improved, in order to identify and eliminate root causes.
- In all production Plants, representative delegates have established Health and Safety Committees and meet quarterly, in order to discuss issues concerning the Workplace. Our company's Management replies to all proposals of these delegates.
- In all production Plants, medical areas have been established to provide first aid and further facilitate occupational doctors' visits.
- Since early 2008, we expanded the methodology used to analyze accidents, including a separate analysis for each accident (per Plant, nature, importance) and monthly reporting to our Group's headquarters in Vienna.

The result of these activities is visible in the following table, where incidents related to Health and Safety for the last years are presented:

	Fatal Losses in Employees and Collaborators	Number of Accidents (absence > 1 day)	Number of Accidents (absence > 3 days)	Total days of absence from Work	Total number of Work Days
2006	0	39	39	14,507	600,492
2007	0	26	26	11,507	607,265
2008	0	39	35	13,139	627,659
2009	0	28	26	11,599	620,384
2010	0	16	14	13,129	597,413

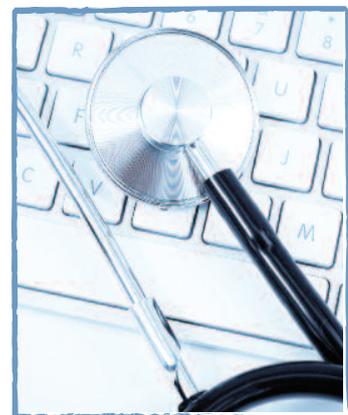
Health & Safety at Work



According to the above internationally used indicators, Coca-Cola HBC Greece maintained an excellent performance in 2010, while the accident level was the lowest achieved within the past four years, according to all relevant indicators. Indicatively, the LTA index (number of accidents with over 1 day of absence per 100 employees) decreased in the last two years by 50% (from 1.38 in 2008 to 0.70 in 2010), with the corresponding Group average being 1.13 in 2010. Even more important is the fact that no human loss occurred for the last seven years, within Plants of Coca-Cola HBC Greece, which covers both employees of our company, as well as employees of our suppliers. However, our company decided to continue investing in its Health & Safety training program.

B. We take care of our employees' health

Coca-Cola HBC Greece provides employees with optional medical examinations (blood test, thorax radiography, cardiogram etc.), in an effort to contribute to the quality of their life, both inside and outside the workplace environment, within the relative legislative and regulatory frame.



Medical examination	Group of employees	Frequency
Blood Tests (infectious diseases)	Production personnel, Quality Assurance personnel	Annually
Vaccination programs (per case)	All staff	Annually
Cardiac Tests (cardiogram)	All staff (over 40 years of age)	Annually
Hearing Tests (audiogram)	Production personnel, Forklift operators	Annually
Οφθαλμολογικές εξετάσεις	Operators, Quality Assurance personnel Maintenance personnel PC users	Annually
X-Ray tests (thorax radiography)	Total staff	Every 5 years

3. Fair Employment and Diversity

A. We condemn coercive and abusive work, as well as child labour

Our company strictly follows the internationally recognized principles of human rights (as described within UN's International Declaration of Human Rights and the ten UN's Global Compact Principles). Through our "Workplace policy", which has been internally communicated and practically implemented, we commit ourselves not to follow (or even tolerate) coercive work in any of our premises and Plants. In parallel, we are committed to proceed with employing individuals, only if they are above the legal work age limit (as defined by the Greek labour legislation), and under no circumstance will we engage employees below the age of fifteen years. These commitments are also deployed to our suppliers, as we expect them not to follow or tolerate physical harassments, exploitation or use of coercive work in any of their premises, as well as to strictly occupy individuals above the legal work age.

B. We commit ourselves to be fair

Our workplace Policy and Values address our commitment not to make any discriminations within the workplace (e.g. due to race, political beliefs, religion, origin, sexual orientation, age, special needs, gender), in any employment related topics (e.g. promotions).

It is worth mentioning that:

- Once again, within 2010, no discrimination incidents occurred within Coca-Cola HBC Greece's workplace.
- The proportion of men-women salary is almost equal, with statistically insignificant variations.
- The proportion of women employees is 18.2% in total. However, as a result of our equality policy, the corresponding proportion of women First Level Managers increased to 27.4% while at the First Level Director grade (Directors reporting directly to the General Manager) the proportion is 25%.



Indicator	Percentage of Women 2010 / 2009 (numerical)	2010 Average Salary Difference (in comparison to men in same grade)
Total employees	18.2 / 18.7%	-4.03%
First Level Managers	27.4 / 23.4%	-3.35%
First Level Directors (reporting to the General Manager)	25 / 30%	+0.82%

 for further information regarding the "Workplace Policy", please visit www.coca-colahellenic.gr

C. We ensure meritocracy in career development

Coca-Cola HBC Greece offers all employees the same career development opportunity, by promoting mainly from within. The implementation of our company's Policy and Procedure for Internal Cover of Job Positions (Personal Initiative for Career, PIC) began as a pilot in 2004 and includes among other, the following aspects:

- All employees are informed about internal vacancies, as well as the respective selection criteria.
- The program is linked with the Performance & Development System, as well as our succession planning process, in order to ensure holistic management of our peoples' career development.

- All applicants which are evaluated (even if not selected for the position), receive feedback from the supervisor of the position they applied for and the HR representative, regarding both his/her strengths and areas for improvement, in relation to the position they applied for.
- During the process the HR representative provides candidates with feedback about his/her interview skills and indicates issues he/she could address in future interviews.
- At the end, an overall discussion takes place, addressing the applicant's career aspirations and alternative career paths, which exist in our company.

Job Opening Hirings



We increased hiring from within by 5%.



As a result of this policy, 80% of all job openings announced within 2010 (which correspond to 57% of all job openings, with the remaining 43% referring to entry level positions, which can not be filled internally), were covered by internal candidates, representing an increase of 5% compared to 2009.

D. We ensure meritocracy in compensation

The compensation and benefit plans of our company are designed to follow market trends. They ensure competitiveness of compensation packages, and at the same time support the principles of equal opportunity and transparency, setting no discrimination per company function, family condition, gender, origin, nationality etc. of employees.

- Salary raises are based on achievement of agreed annual individual objectives, as well as on achievement of team objectives. This combination sets the Salary Objective for each employee (Targeted Position), in relation to the internal Salary Levels (Salary Ranges), which are set for our employees (taking also into consideration aspects of the market).
- All employees (starting from foreman grade), participate in bonus programs, according to their performance versus agreed objectives.
- An employee appraisal (evaluation) is carried out annually, with the exception of employees within the Sales Department, where appraisal is conducted quarterly.
- In any case, the lowest salary in our company is equal or higher than the legal basic salary (or the higher collective agreement salary), as defined by local legislation.

4. Labour Rights



A. We respect the freedom to form Labour Unions

Coca-Cola HBC Greece respects the right of employees to participate in Employee Unions and to discuss through their representatives topics of reciprocal interest, while no operations in which the right to exercise freedom of association and collective bargaining may be at significant risk have been identified. Consequently, local Employee Unions have been established and collaborate closely with the company:

- Each year, our Management conducts negotiations with Employee Unions (which represent our employees), to sign the annual labour agreement.
- The annual labour agreement also addresses Health & Safety issues at the workplace, a topic also addressed by the Health & Safety Committees.
- Through Employee Unions that assemble once a year, the representatives of Employee Unions are informed about plans and strategies of our company, by Top Management itself.
- Every month, Top Management meets with Employee Unions, in all local production Plants, in order to discuss labour issues.

It is estimated, that approximately 40% of Coca-Cola HBC Greece employees participate in Employee Unions, while our company follows as a minimum regulatory requirements regarding operational changes.

B. We respect the right to participate in strikes

Coca-Cola HBC Greece respects the right of employees to participate in strikes and labour activities. With the exception of 2006 (strike mobilizations took place, due to a company restructure), within the last years most strikes that took place within our company, were due to national issues (e.g. national pension scheme) and no labour strike took place, due to issues related to Coca-Cola HBC Greece itself.

5. Employee Development

A. We train our employees

Coca-Cola HBC Greece invests systematically in planning specialized training programs, which cover the needs of employees, regarding both technical, as well as management skills. For the long term empowerment of employees, our programs are not restricted to developing skills required for working within Coca-Cola HBC Greece only. On the contrary, our programs offer life-long knowledge and skills, commonly required within the business community and are conducted by recognized universities, such as Harvard Business Publishing. Important programs our company implements are:



Case Study!

Graduate Development Program

On an annual basis, our company hires a team of young graduates with limited work experience, aiming to develop them to become the future leaders of our company, through a program called Graduate Program.

The program begins on the day of engagement, is completed after one year (with the placement of each graduate in specific job positions) and consists of 5 main phases:

- **Extensive induction process (on-boarding):** the induction lasts 2 months and includes, besides the basic induction program, detailed presentation of all functions, visits to our Plants, visits to advertising companies and suppliers, as well as one month work in sales. During this induction, graduates are extensively briefed about our company's Social Responsibility program.
- **Network development:** each graduate is assigned to a "buddy" (which is a former graduate), who's role is to be the graduate's "friend", providing easy access and guidance on issues such as culture and "informal" way of operation in our company and the program.
- **Project assignments:** each graduate is assigned to a project leader and works on a project important for the division. During the year, the graduate will work in 3-4 projects, in order to gain understanding and knowledge of the division he/she will be placed.
- **Presentation of projects:** at the end of this educational year, the graduate makes a presentation of his/her projects and work, in front of an executive team of his/her division. The graduate's performance in each project (assessed after completion), as well as the performance in this presentation will determine the job placement.
- **Final placement:** each graduate is placed in a job position, taking into consideration the needs of the division.

During the program, the Training & Development Manager, who is in charge of the program, functions as a mentor for graduates, guiding them on issues such as growth and professional behaviour.

Core Curriculum - Learning and Growth of Management and Technical Capabilities

Our company has designed a series of internal training programs, which aim to provide the main managerial and technical capabilities, and are linked to the hierarchical position of each participant (e.g. Passion to Lead, Leadership Excellence, Junior Talent Excellence, Excellence in Performance, depending on whether the employee manages a team, manages managers etc). Following the basic principles of adult learning, we follow the facilitation method to embed knowledge which already exists inside trainees. The development of capabilities is achieved via exercises, practical applications and case studies which are discussed, while we use a combination of e-learning and in-class learning.

Leadership Excellence

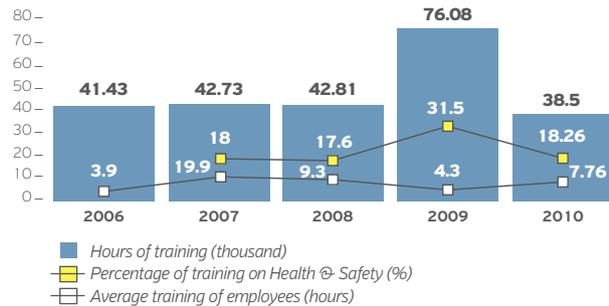
As part of the Core Curriculum, the program refers to our employees who manage people, who themselves are managers (managers of managers), our company established in 2008 a new program called "Leadership Excellence", in order to develop their leadership and management skills. It is worth noticing, that this program also includes a one day module, on the issue of Social Responsibility.

Sales academy-Sales

Our company has developed a Sales Academy, where each newly hired salesman is enrolled and has to complete successfully. The course aims to educate participants on sales strategies and regular sales tactics applied by our company, starting from basic sales competencies up to specialized activation of each sales point.

To further support talented salesmen, our company has created a program of rapid growth, called SPEC (Sales Potentials Excellence Center). The program helps salesmen to familiarize themselves with effective leadership, management skills, but also to learn in depth sales techniques. After the successful completion of SPEC (and when a suitable job position is open in sales), the SPEC "alumni" constitutes the most suitable pool for candidates to cover of this opening. It is worth mentioning that 25% of 34 people, which participated in the 2007 and 2008 programs, have already been promoted.

Employee Training



We increased by 80% the percentage of training on H & S issues.



In 2010 we materialized 38,506 hours of education, spending 388,000 € in total, which correspond roughly to 18.26 hours of education for each employee. From these hours, a large proportion was dedicated to trainings on our new SAP system, while the rest covered technical dexterities of various operations and Leadership Skills, according to the particular requirements of each career stage. At the same time, our company being committed to the principle of workplace safety, invested over 2,968 hours of training on health & safety issues (7.76% of total training).

B. We develop our employees

For the selection, maintenance and development of our people, we have developed and operate a holistic Performance and Development Management System.

Performance Appraisal

Employees conduct a self-assessment and are assessed by their supervisor, according to criteria which are related to their grade. The Performance appraisal includes:

- objective setting and assessment of achievements regarding previous year's objectives
- assessment of all result areas (assessment of performance results versus performance standards)
- assessment of competencies required for each role
- assessment of overall performance.

In total, 66.7% of employees were assessed based on the above model (Leadership Pipeline), while all employees participating in the Bonus Scheme were successfully assessed using the SAP system.

Personal Development Plan

After the assessment is conducted, a personal development plan is prepared and agreed (by the employee and his/her supervisor), in order to achieve the highest performance levels feasible in each employee's current position, and secondary as a means of preparation for a new position, with more responsibilities. The Performance Development Plan is developed annually for each employee and its implementation is reviewed during the year.

Recording of Professional Aspirations / Career Evolution Dialogue

Employees have the option to discuss and register with their direct supervisor their future career aspirations. The discussion focuses on the steps to take, in order for an employee to achieve his/her aspirations (career path, career advice). These aspirations are taken into consideration in our company's Succession Plan, if they are aligned with our company's strategy.

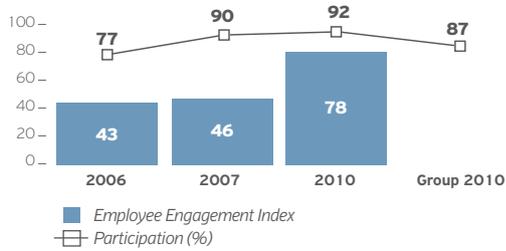
6. Reward and Satisfaction

A. We measure engagement of our employees

Since 2001, Coca-Cola HBC Greece carries out, in regular intervals, employee satisfaction surveys and takes corrective actions at local and national level, based on the outcomes. Starting in 2006, the annual survey was expanded and renamed "Employee Engagement Index", with the questions included focusing on the following topics:

- **Effort:** "Being member of this company, I am prompted to exceed performance and expected to deliver results"
- **Advocacy:** "I would recommend Coca-Cola HBC Greece as an excellent work environment".
- **Retention:** "It would be difficult for me to leave Coca-Cola HBC Greece"

Employee Engagement Index



We improved the Employee Engagement Index by 32 points compared to 2007.



In 2010, our Company decided to participate for a second consecutive year, in the competition Best Workplace Greece and was awarded the 1st place for Best Workplace. As part of this competition, an Employee Satisfaction Survey was conducted, with participation reaching 89% (out of 250 employees randomly chosen as a sample). Indicative answers on subjects related to our responsible operation are:

% answering "frequently true" or "almost always true"

2009

2010

"Management performs its duties with ethics and honesty"	92%	94%
"My workplace is safe"	87%	90%
"There is fair treatment to everyone, irrespective of age"	80%	84%
"There is fair treatment to everyone, irrespective of ethnicity"	95%	95%
"There is fair treatment to everyone, irrespective of gender"	91%	94%
"There is fair treatment to everyone, irrespective of sexual orientation"	93%	93%
"There is fair treatment to everyone, irrespective of special needs"	96%	96%
"The company provides an ideal place of employment"	82%	89%



B. We reward our employees

Our company applies an employee recognition process, called "Extra Mile". Through this process employees have the option to propose various ideas to Top Management. These ideas are in accordance to our company's strategic priorities and are based on issues such as innovation, cost saving, promotion of Social Responsibility etc. In 2010, our employees' participation in "Extra Mile" was very positive, with 43 proposals submitted, 10 out of which were related to Social Responsibility, while 4 proposals were rewarded by the company. Out of the 4 rewarded proposals, 1 was related to Social Responsibility issues.

7. Additional Benefits

A. We offer voluntary benefits beyond legislation

Within the overall frame of a competitive benefit package, our company offers to all employees a number of voluntary benefits. With the exception of statutory benefits which are linked to duration of employment (e.g. annual leave benefit, vacation days), benefits are offered to all employees (either with permanent or temporary contracts).

Benefits

Permanent Employees

Temporary Employees

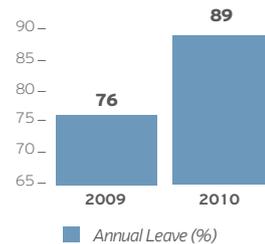
Private health and life insurance	✓	✗
Private family insurance	✓	✗
Private pension program	✓	✗
Free products	✓	✓
Day care	✓	✗
Annual leave & payment	✓	✓
Christmas and Easter vouchers	✓	✓
Children's festivities – Top students awards	✓	✗
Transportation to the workplace	✓	✓
Parking space	✓	✓
Celebrations/Events	✓	✓
Event invitations	✓	✓

8. Work-Life Balance

We believe we have an obligation to support our employees in maintaining a balance between their work and life. A step towards this direction is the fact that within 2010, 89% of our employees received their entitled annual leave, as initially scheduled in relation to 76% in 2009.

We increased by 13% the percentage of our employees who received their entitled annual leave.

Employee's Annual Leave



9. We said - We achieved - We aim

We said	We achieved	Progress	We aim	By
All employees to use their annual leave.	See Section VI-6	75%	All employees to use their annual leave.	2011
To achieve for the seventh consecutive year, the objective of zero fatal accidents.	0 fatal accidents. See Section VI-2A	100%	To achieve for the eight consecutive year, the objective of zero fatal accidents.	2011
To utilize a Social Responsibility Workshop for First Level Directors.	Utilized. See Section II-2A	100%	To train all employees on Social Responsibility.	2011
To increase internally covered job postings by 90%.	Covered. See Section VI-3C	75%	To maintain internally covered job postings by 90%.	2011
To inform and involve employees further, on Social and Environmental programs.	Informed through internal magazines. See Section IV-5A, II-2B	100%	To inform and involve employees further on Social and Environmental programs, through dedicated trainings.	2011
To conduct an Employee Engagement Survey.	See section VI-6A	100%	To conduct an Employee Engagement Survey.	2012



Summary and Tables

1. Summary Data

UNIT	2005	2006	2007	2008	2009	2010
ORGANIZATION						
Quantitative indicators within the Report (number)	MA	62	114	126	166	184
GRI indicators within the Report (number – Full+Partial)	MA	36	69	74	77	77+1
ENVIRONMENT						
Environmental investments (€)	NR	NR	4,629,310	599,568	1,306,500	1,000,000
Total Energy consumption (million MJ)	NR	NR	NR	1,673.62	1,810.56	1,859.12
Energy consumption (from distribution vehicles) (million MJ)	NR	NR	NR	7.13	91.97	172.15
Energy consumption (from plants and offices) (million MJ)	410.26	377.38	443.42	465.96	438.52	407.61
Energy consumption (from points of sale) (million MJ)	NR	NR	NR	1,200.52	1,280.07	1,279.37
Renewable energy use (million MJ)	0	0	00	0	0	0
Total direct CO ₂ emissions (tn)	NR	NR	228,205	501,942	498,250	484,397
Direct CO ₂ emissions (from distribution vehicles) (tn)	NR	NR	4,381	6,139	7,255	5,956
Direct CO ₂ emissions (from plants and offices) (tn)	55,333	61,754	71,191	223,921	212,324	204,443
Direct CO ₂ emissions (from points of sale) (tn)	NR	NR	152,633	271,882	278,671	273,998
Water consumption (m ³)	1,767,512	1,680,727	2,023,368	2,061,400	2,021,672	1,943,148
Consumption of chemical substances (HCl, caustic soda) (kgr)	2,616,051	2,440,731	3,014,453	2,069,375	1,879,364	1,525,477
Consumption of glass (bottles) (kgr)	7,778,938	8,974,395	13,000,297	17,900,416	14,125,907	21,268,052
Consumption of resin (kgr)	14,687,144	14,494,914	16,337,406	17,103,737	14,665,000	13,921,000
Consumption of sugar (kgr)	38,242,702	37,801,472	40,463,081	39,521,037	34,238,674	33,105,816
Consumption of aluminum (kgr)	7,451,352	7,434,076	7,508,098	7,143,967	7,420,723	6,230,591
Consumption of paper (office, cardboard) (kgr)	3,552,000	3,017,000	4,786,000	4,842,510	4,412,076	4,944,232
Consumption of labels (million items)	648.9	676.7	748.7	414.9 (tn)	426.2 (tn)	664.35
Hazardous Waste for recycling (tn)	NR	NR	NR	33	166	13.91
Solid Waste for recycling (tn)	8,102	8,852	11,586	16,374	11,661	9,722
Solid Waste for disposal (tn)	5,982	5,375	6,496	6,305	4,244	3,239
COMMUNITY						
Social contribution value, according to LBG (€)	NR	NR	2,189,219	1,599,301	2,009,247	2,364,229
Value of insurance payments (million €)	NR	NR	NR	19.5	19.6	26.3
Social contribution value, monetary (€)	NR	NR	1,989,526	1,497,977	1,736,883	2,051,359
Social activities (number)	NR	NR	118	198	409	621
Employees' blood donation (flasks)	NR	NR	133	124	120	155
Employees Volunteers (number)	NR	NR	NR	128	228	327
MARKETPLACE						
Product sold (million lt)	NR	NR	NR	927.79	910.7	805.7
Own trucks (number)	NR	149.4	159.8	54	66	45
Leased cars (sales, employees) (number)	NR	NR	NR	887	1,200	1,005
Certified production plants (%)	100%	100%	100%	100%	100%	100%
Suppliers (number - estimate)	NR	NR	4,500	4,500	4,500	4,500
Local Suppliers (% - financial)	NR	NR	NR	NR	42.6%	39.5%
Consumer calls (number)	5,773	8,717	7,918	6,688	5,593	6,652
Customer calls (thousand)	NR	NR	196.2	206.9	0176.9	185.8
Regulatory fines (environment, competition etc) (€)	0	0	00	0	0	0
WORKPLACE						
Number of employees (number)	2,359	2,361	2,331	2,429	2,416	2,311
Health and Safety Committees (number)	NR	7	77	7	7	7
Fatal accidents (number)	0	0	00	0	0	0
Accidents with absence > 1 of day (number)	10	39	26	39	28	16
Women First Level Directors (number/total)	2/6	2/6	2/6	2/6	2/6	2/6
Women First Level Managers (%)	NR	21%	27%	30%	23.4%	27.4%
Cost of wages without insurance (million €)	NR	67.6	75.8	76.7	76.4	71.7
Training (hours)	40,221	41,432	42,731	42,810	76,080	38,506
Employee participation in Unions (%)	NR	NR	36	36	40	40
Internal recruiting (%)	NR	NR	84	91	75	80

NR = Not reported data

2. Global Compact and GRI Tables

The correspondence between the content of this Report and the 10 UN Global Compact's Principles, as well as the Global Reporting Initiative's (GRI - G3) Profile and Performance Indicators are presented below.

- Additional GRI Indicators are indicated in grey background, while Core GRI Indicators are indicated in white background.
- Coverage of Indicators is characterized as Full (F), Partial (P) or Not Applicable (NA).

A. GRI Principles Table

GRI Paragraph	Summary of Aspect	Report Section	Coverage/Omission
Strategy and Analysis			
1.1	Most senior executive statement	I-1	F
1.2	Description of key impacts, risks and opportunities	I-1, II-1A	F
Organisational Profile			
2.1	Name of the organization	I-2	F
2.2	Primary brands, products, and/or services	I-4	F
2.3	Operational structure of the organization (main divisions, operating companies, subsidiaries, joint ventures).	I-2	F
2.4	Location of organization's headquarters	I-2	F
2.5	Number of countries organization operates (and those with major operations or specifically relevant to TBL)	I-2	F
2.6	Nature of ownership and legal form	I-2	F
2.7	Markets served (geographic breakdown, sectors served, types of customers).	I-2,4	F
2.8	Scale of the reporting organization	I-2, VII-1, IV-1A	F
2.9	Significant changes in report period (size, structure, owner)	I-2	F
2.10	Awards received in the reporting period	II-6B	F
Report Parameters			
3.1	Reporting period (e.g. fiscal/calendar year)	A	F
3.2	Date of previous report	A	F
3.3	Reporting cycle (annual, biennial)	A	F
3.4	Contact point for questions	A	F
3.5	Process for defining report content	II-1A	F
3.6	Boundary of the report (countries, divisions, subsidiaries, leased facilities, joint ventures, suppliers, see Protocol)	A	F
3.7	Limitations on scope or boundary of report	A	F
3.8	Basis for reporting (on joint ventures, subsidiaries, leased facilities, outsourcing) can significantly affect comparability from period to period	A	F
3.9	Data measurement techniques, bases of calculations, (assumptions, estimations techniques, compilation, diverge from, the GRI Indicator Protocols)	A	F
3.10	Effect and reasons of information re-statements (mergers/acquisitions, change of base years, methods).	A, V-6B	F
3.11	Significant changes (scope, boundary, methods)	A, I-2	F
3.12	Table for location of Standard Disclosures	VII-2	F
3.13	Policy and practice for seeking external assurance Governance, Commitments and Engagement	A, V-7B	F
Governance, Commitments and Engagement			
4.1	Governance structure (eg BoD committees strategy or oversight)	I-2, V-1A, II-3A	F
4.2	BoD Chair also executive officer	V-1A	F
4.3	BoD members that are independent and/or non-executive	V-1A	NA
			BoD stands at Group level
4.4	Mechanisms for shareholders and employees recommendations to BoD	V-1A	F
4.5	Link of BoD members, senior managers, executives' compensation (incl. departure arrangements) with TBL	V-1A, II-2A	F
4.6	Processes for BoD to ensure conflicts of interest avoided	V-1A	F
4.7	Determining qualifications of BoD for guiding TBL strategy	V-1A, II-3A	F
4.8	Mission, values, codes of conduct, principles relevant to TBL	II-2A	F
4.9	BoD procedures for overseeing management of TBL (risks, opportunities, compliance with standards, codes, principles)	V-1A, II-3A	F
4.10	Processes for evaluating BoD performance on TBL	II-3A	NA
			BoD stands at Group level
4.11	Whether and how precautionary approach addressed	I-1, II-2A, V-3E	F
4.12	TBL principles and initiatives the organization subscribes	II-6A, V-7A	F
4.13	Membership in associations (industry, national/international, governance bodies, projects, committees, substantive funding beyond membership, strategic membership)	II-6A, V-7A	F
4.14	Stakeholder groups engaged by the organization	II-4A	F
4.15	Basis for identification and selection of stakeholders	II-4A, II-1A	F
4.16	Stakeholder engagement approach (frequency, type, group)	II-4A	F
4.17	Concerns raised by stakeholders and responds (report)	II-4A	F

B. GRI Indicators Table

GRI Indicator	Report Section	Coverage/Omission	GRI Indicator	Report Section	Coverage/Omission	GRI Indicator	Report Section	Coverage/Omission
ECONOMIC			LABOUR PRACTICE			COMMUNITY		
Goals and Performance	IV-0	F	Goals and Performance (link to universal standards)	VI-0,8, VII-2	F	Goals and Performance	V-0, IV-0,6	F
Policy (commitment)	IV-0, I-2	F	Policy (commitment, link to universal standards)	VI-3A, II-1A, VI-O	F	Policy (commitment)	II-1A, V-O IV-O	F
Additional Contextual Information (success, shortcomings, risks, opportunities)	IV-1,2, I-2	F	Organizational Responsibility (most senior position)	II-3A	F	Organizational Responsibility (most senior position)	II-3A	F
EC1	IV-1A	F	Training and Awareness	II-2A,B, VII-5A	F	Training and Awareness	II-2A,B, V-1C	F
EC2	III-3, I-1	F	Monitoring and Follow Up (supply chain, certifications, auditing)	V-5A,B, II-5A	F	Monitoring and Follow Up (supply chain, certifications, auditing)	II-5A, V-5A,B	F
EC3	VI-7A, VI-3	F	Additional Contextual Information (success, shortcomings, risks, opportunities)	VI-O-8	F	Additional Contextual Information (success, shortcomings, risks, opportunities)	IV-0,6	F
EC4	II-2A	F	LA1	VI-1A	F	SO1	IV-2A,B,C,IV-3A,4A,5A	F
EC5	VI-3B,D	F	LA2	VI-1A	F	SO2	V-1A,B,II-2A,B	F
EC6	V-5, IV-1A	F	LA3	VI-7A, VI-3D	F	SO3	II-2A,V-1B	F
EC7	VI-1A	F	LA4	VI-1A	F	SO4	V-1A	F
EC8	IV-1A	F	LA5	VI-4A	F	SO5	II-2A, V-7A	F
EC9	IV-1A	F	LA6	II-2A	F	SO6	II-2A	F
ENVIRONMENT			HUMAN RIGHTS			PRODUCT RESPONSIBILITY		
Goals and Performance	III-0,8	F	Goals and Performance (link to universal standards)	VI-0,8,VII-2	F	Goals and Performance	V-0, V-8	F
Policy (commitment)	III-0, II-1A, III-1A	F	Policy (commitment, link to universal standards)	VI-3A, II-1A, VI-O	F	Policy (commitment)	V-0	F
Organizational Responsibility (operational structure)	II-1A	F	Organizational Responsibility (most senior position)	II-3A	F	Organizational Responsibility (most senior position)	II-3A	F
Training and Awareness	II-2A,B, VI-5A, III-2C	F	Training and Awareness	II-2A,B, VII-5A	F	Training and Awareness	V-3A,C,D,E, V-4A,B	F
Monitoring and Follow Up (supply chain, certifications, auditing)	II-5A, V-5A,B, III-1A	F	Monitoring and Follow Up (supply chain, certifications, auditing)	V-5A,B, II-5A	F	Monitoring and Follow Up (supply chain, certifications, auditing)	V-5A,B, II-5A	F
Additional Contextual Information (success, shortcomings, risks, opportunities)	III-1-8	F	Additional Contextual Information (success, shortcomings, risks, opportunities)	VI-O-8	F	Additional Contextual Information (success, shortcomings, risks, opportunities)	V-0-8	F
EN1	III-4A, VII-1	F	HR1	V-5A	P	PR1	V-3A,B,C,III-4E	F
EN2	III-4A	F	Investments are performed only by Coca-Cola Hellenic Group, therefore percentage/number of significant investment agreements that include human rights clauses are not reported.			PR2	V-3A,B,C,V-6A,B	F
EN3	III-3A,B, VII-1	F	HR2	V-5A,B	F	PR3	V-2A,3A, III-4E	F
EN4	III-3A,C, VII-1	F	HR3	V-5A,B	F	PR4	V-2A,3C, VII-2	F
EN5	III-3B,C, VII-1	F	HR4	VI-3B,C	F	PR5	V-6A,B	F
EN6	III-3B,C, VII-1	F	HR5	VI-4A,B	F	PR6	V-4A,B, VII-2	F
EN7	III-3B,C	F	HR6	V-5A, VI-3A, V-1B	F	PR7	V-2A,4A,B, VII-2	F
EN8	III-2A	F	HR7	V-5, V-1B, VI-3A,B	F	PR8	V-6B	F
EN9	III-2A,C	F	HR8	II-2A	F	PR9	V-2A, VII-1	F
EN10	III-2A,B	F	HR9	VI-1A	NA			
EN11	III-7A	F	No indigenous present.					
EN12	III-7A	F						
EN13	III-7A	F						
EN14	III-7A	F						
EN15	III-7A	F						
EN16	III-3A, VII-1	F						
EN17	III-3A, VII-1, III-5B	F						
EN18	III-3A, VII-1	F						
EN19	III-2B,5A	F						
EN20	III-5B,6A	F						
EN21	III-2B	F						
EN22	III-4B, VII-1	F						
EN23	III-2A	F						
EN24	III-4D	F						
EN25	III-2B	F						
EN26	III-4A,E	F						
EN27	III-4A,E	F						
EN28	VII-1	F						
EN29	III-3A,6A	F						
EN30	III-1A	F						

C. Global Compact Table

Issue	Principle	Report Section	Coverage
Human Rights			
1.	Support and respect protection of internationally proclaimed human rights	VI-3, V-5	F
2.	Ensure not to be complicit in human rights abuses	VI-3, V-5	F
Labour Standard			
3.	Recognize freedom of association and right to collective bargaining	VI-4	F
4.	Eliminate all forms of forced and compulsory labour	VI-3, V-5	F
5.	Abolish effectively child labour	VI-3, V-5	F
6.	Eliminate discrimination in respect to employment and occupation	VI-3	F
Environment			
7.	Support a precautionary approach to environmental challenges	III-2-7, V-3E	F
8.	Promote greater environmental responsibility	III-2C	F
9.	Encourage development and diffusion of environmentally friendly technologies	III-1-7	F
Corruption			
10.	Work against all forms of corruption, including extortion and bribery	V-1,2.5, VI-3	F

3. GRI Application Level

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Report Application Level	C	C+	B	B+	A	A+
G3 Profile Disclosures	Report on 1.1 2.1-2.10 3.1-3.8,3.10-3.12 4.1-4.4,4.14-4.15	Report externally assured	Report on all criteria listed for Level C plus: 1.2 3.9,3.13 4.5-4.13,4.16-4.17	Report externally assured	✓	Report externally assured
G3 Managements Approach Disclosures	Not Required	Report externally assured	Management Approach Disclosures for each Indicator Category	Report externally assured	✓	Report externally assured
G3 Performance Indicators & Sector Supplement Performance Indicators	Report on minimum of 10 Performance indicators, including at least one from each of: Economic, Social and Environmental	Report externally assured	Report on a minimum of 20 Performance Indicators, at least one from each of Economic, Environmental, Human rights, Labor, Society, Product Responsibility	Report externally assured	✓	Report externally assured



Statement GRI Application Level Check

GRI hereby states that **Coca-Cola HBC Greece** has presented its report "Social Responsibility Report 2010" to GRI's Report Services which have concluded that the report fulfills the requirement of Application Level A.

GRI Application Levels communicate the extent to which the content of the G3 Guidelines has been used in the submitted sustainability reporting. The Check confirms that the required set and number of disclosures for that Application Level have been addressed in the reporting and that the GRI Content Index demonstrates a valid representation of the required disclosures, as described in the GRI G3 Guidelines.

Application Levels do not provide an opinion on the sustainability performance of the reporter nor the quality of the information in the report.

Amsterdam, 20 September 2011

A handwritten signature in blue ink, appearing to read "Nelmara Arbex".

Nelmara Arbex
Deputy Chief Executive
Global Reporting Initiative



The Global Reporting Initiative (GRI) is a network-based organization that has pioneered the development of the world's most widely used sustainability reporting framework and is committed to its continuous improvement and application worldwide. The GRI Guidelines set out the principles and indicators that organizations can use to measure and report their economic, environmental, and social performance. www.globalreporting.org

***Disclaimer:** Where the relevant sustainability reporting includes external links, including to audio visual material, this statement only concerns material submitted to GRI at the time of the Check on 27 July 2011. GRI explicitly excludes the statement being applied to any later changes to such material.*

4. Glossary

Carbonated Soft Drinks (CSDs): Carbonated non alcoholic drinks, such as Coca-Cola, Fanta and Sprite.

Coca-Cola HBC Greece: The largest Non Alcoholic Beverages company in Greece, producing, distributing and trading products of The Coca-Cola Company, as well as own brands, such as Amita, Frulite, AYRA, Tsakiris etc.

Company: Refers to Coca-Cola HBC Greece.

Corporate Social Responsibility or Corporate Responsibility (CSR, CR): The voluntary commitment of companies to include in their corporate practices economical, social and environmental criteria and activities, which are beyond legislative requirements and are related to their impact on Stakeholders.

Consumers: The end users of Coca-Cola HBC Greece's products.

Customers: The resellers of Coca-Cola HBC Greece's products.

European Foundation for Quality Management (EFQM): A non for profit organisation, based in Brussels, which promotes Business Excellence, and within this frame also Corporate Responsibility. EFQM has more that 800 member organisations all over the world, including corporations, public institutions, universities etc.

Full time Equivalent (FTE): Equivalence of all employees with the number of full time employees.

Group: Refers to Coca-Cola Hellenic, a member of which Coca-Cola HBC Greece is.

International Organisation of Standardisation (ISO): The largest organisation in the world, developing internationally accepted standards, such as ISO9001.

Litres of products produced (ltpr): Measurement unit, which corresponds to one litre of produced product. It is also described with the term lbp.

Non-Carbonated Beverages (NCBs): Non carbonated, non alcoholic beverages, such as water (with or without additional flavour), juices, sports drinks, energy drinks, ready to drink and coffee etc.

Percentage of waste (gr/ltpr): The main indicator used in bottling factories to measure the production of solid waste as a by-product; expressed in grams of solid waste produced per litre of produced products.

Rate of energy consumption (MJ/ltpr): The main effectiveness indicator used, in order to measure energy consumption; expressed in megajoules of consumed energy per litre of produced products.

Rate of water usage (lt/ltpr): The main effectiveness indicator used to measure water consumption in bottling factories, representing the ration of water used in relation to products produced; expressed in total litres of water used for production per litre of produced products.

Sustainable Development (Sustainability): The philosophy of achieving economic development, without undermining the potential of future generations to satisfy their own needs.

Plant/Unit: Each one of the 7 production factories in Greece, operated by Coca-Cola HBC Greece.

Polyethylene Terephthalate (PET): A form of polyester used to produce light and durable bottles for beverages, foods and other products. PET is recyclable and is used after recycling to produce new packaging, clothes, car parts and industrial materials.

The Coca-Cola Company (TCCC): The largest company worldwide producing, marketing and distributing non alcoholic concentrates and syrups, used to produce almost 400 branded products. The company is active in over 200 countries (www.coca-cola.com).

The Coca-Cola system: This business model refers to the collaboration of The Coca-Cola Company with its bottlers worldwide. Within this Report the term refers to the collaboration of Coca-Cola HBC Greece with Coca-Cola Hellas, which is the subsidiary company of The Coca-Cola Company in Greece.

The Coca-Cola Quality System of (TCCQS): The world wide quality management system of The Coca-Cola Company, which has also been adopted by large bottlers. Today, in its third stage of evolution, it meets the requirements of international management standards such as ISO 9001:2000 (Quality), ISO 14001 (Environment) and OHSAS 18001 (Health and Safety).



The Report is available at www.coca-colahellenic.gr



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