

Effective communication after a merger



Agenda

- Coke system
- Legacy
- Our Culture
- Ethics and Compliance
- Highs and Lows
- Tips and Tricks

We are the business behind the bottle



Highly Confidential – Not For Distribution

3

We manufacture and distribute some of the world's leading brands



Highly Confidential – Not For Distribution

4

We work hand in hand with The Coca-Cola Company

The Coca-Cola Company

Coca-Cola
EUROPEAN PARTNERS



**Consumer
focus**



**B2B
customer
focus**



**Brand ownership,
product development
and innovation,
brand marketing
and advertising**



**Bottling and
distribution, customer
marketing, market
execution and
innovation**



200

countries worldwide



130,600

employees



13

countries



25,000

employees

Highly Confidential – Not For Distribution

5

Legacy



1. XXX 2. XXX 3. XXX Source: XXX

Coca-Cola

IberianPartners

Coca-Cola Enterprises

Coca-Cola
Erfrischungsgetränke

- 3 companies
- 3 separate intranet systems
- Each country operating with their own Communication Team and channels

Highly Confidential – Not For Distribution

6

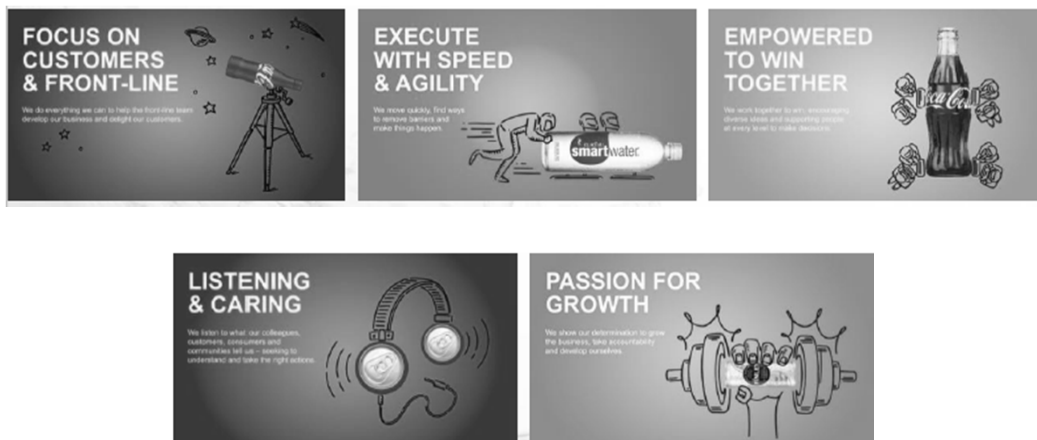
Building our Future



7

Highly Confidential – Not For Distribution

Our Culture



8

Highly Confidential – Not For Distribution

Embedding culture in our Code of Conduct



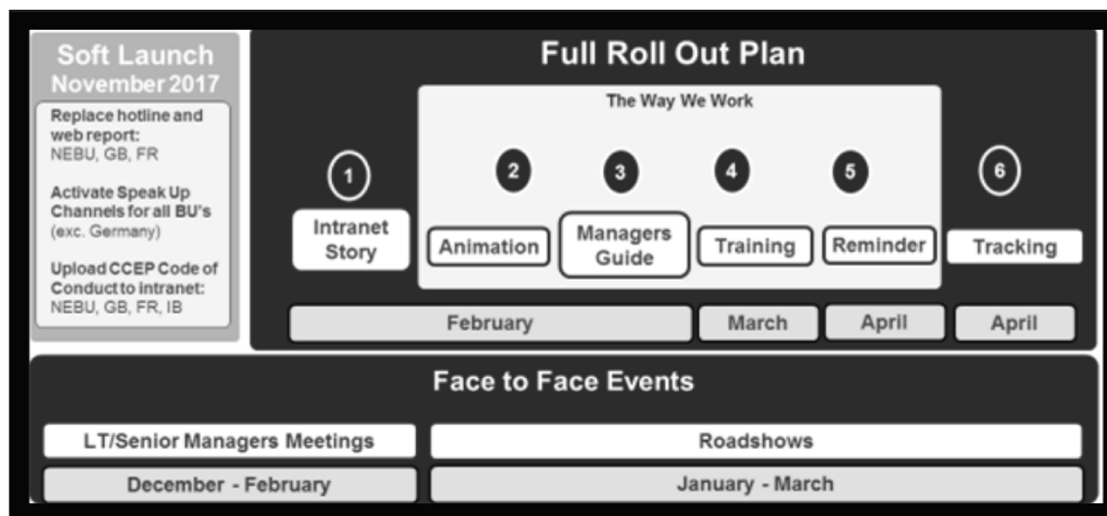
2	MESSAGE from the CHIEF EXECUTIVE OFFICER	
6	AN INTRODUCTION to OUR CODE	
	How We Work at CCEP	7
	Making Right Decisions	9
	Protection Against Retaliation	9
10	CREATING SHARED and SUSTAINABLE VALUE with OUR PEOPLE and COMPANY	
	Creating an Inclusive and Respectful Workplace	11
	Working in a Safe and Healthy Environment	12
	Protecting Information	13
	Using Company Assets Responsibly	14
	Responsible Communications	15
	Integrity in our Business and Financial Records	16
	Engaging in Appropriate Share Dealing	17
	Avoiding Conflicts of Interest	18
19	CREATING SHARED and SUSTAINABLE VALUE with OUR CUSTOMERS, SUPPLIERS and FRANCHISORS	
	Delivering High-Quality Products	20
	Dealing with Customers, Business Partners and Suppliers Fairly	21
	Exchanging Gifts and Entertainment	22
	Preventing Bribery and Corruption	23
24	CREATING SHARED and SUSTAINABLE VALUE in OUR COMMUNITIES	
	Being a Good Corporate Citizen and Steward for	25
	Environmental Sustainability	25
	Getting Involved in Political Activities	26
	Protecting Human Rights	27
	Respecting the Global and Local Laws and Customs	28
29	CONCLUSION to OUR CODE	
	Message from the Chief Compliance Officer	30
	Seeking Advice and Sharing Concerns	31
	Our Code Resources	32
	The Speak Up Channels	33
	Index of Key Terms	34
	Additional Useful Resources	35

All references to examples in the Code are hypothetical and not actual situations that occurred at CCEP or actual CCEP employees.

9

Highly Confidential – Not For Distribution

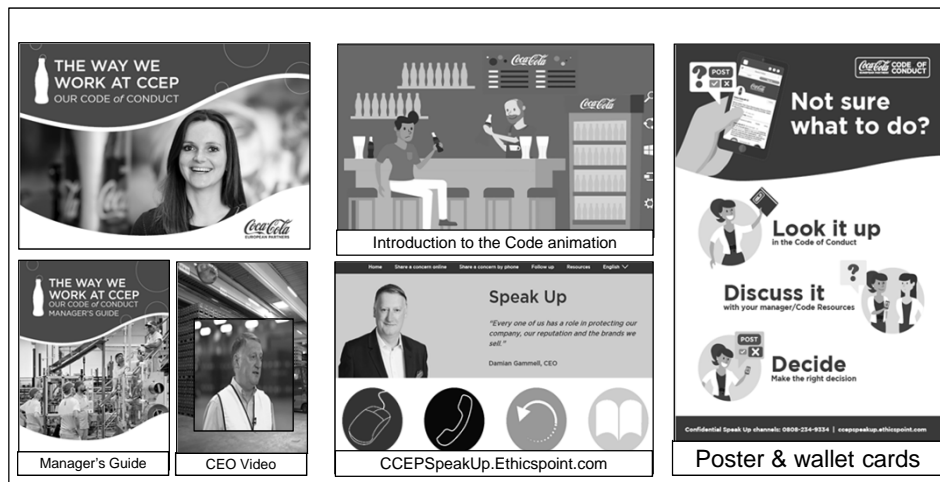
Code and Online Training Launch Plan Overview



10

Highly Confidential – Not For Distribution

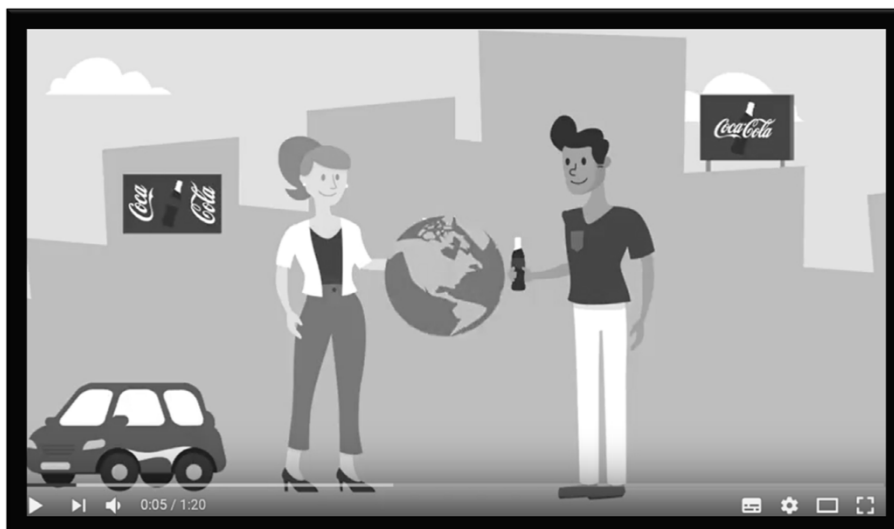
Communication plan



11

Highly Confidential – Not For Distribution

Animation – An introduction to our Code of Conduct



12

Highly Confidential – Not For Distribution

Stakeholders (Internal network)


Who are your key stakeholders?




13

Highly Confidential – Not For Distribution

Highs and Lows

- 
- Functional language differences
 - Technical specification
 - Different Systems
 - Multiple Devices
 - In-country support
 - Addressing Works Councils specifics
 - Translation reviewers
 - Competing priorities

- 
- Interactive Code & supporting resources
 - Animations
 - Ethics and Compliance branding
 - Consistent look and feel
 - Various Comms channels
 - In-country support

Applicable to all!

14

Highly Confidential – Not For Distribution

Tips and Tricks



Make your bold commitment and stand in the future!

Developing successful plans



WHAT IS THE BUSINESS NEED/PROJECT OBJECTIVES?



DEFINE COMMUNICATION OBJECTIVES



SET OUT MEASURES



AUDIENCES



DEVELOP KEY MESSAGES



DEVELOP APPROACHES AND TACTICS



TIMELINE – ROLES & RESPONSIBILITIES - BUDGET