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

13 countries

2,5 billion unit cases sold annually

24,500 employees

300 million consumers

90% of products made locally

6,200 sales force

€11 billion net sales

Listed
Euronext Amsterdam, Euronext London, NYSE, Spanish Stock Exchanges

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

1. Purchasing the raw materials
2. Bottling the product
3. Packaging and labelling
4. Palleting
5. Distribution
6. Delivering to our customers
We work hand in hand with The Coca-Cola Company

The Coca-Cola Company

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

Legacy

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

WE ARE GUIDED BY FIVE STRATEGIC IMPERATIVES

Our Culture

FOCUS ON CUSTOMERS & FRONT-LINE

EXECUTE WITH SPEED & AGILITY

EMPOWERED TO WIN TOGETHER

LISTENING & CARING

PASSION FOR GROWTH
Embedding culture in our Code of Conduct

2/25/2019

Highly Confidential – Not For Distribution

Code and Online Training Launch Plan Overview

Soft Launch November 2017
Replace hotline and web reports
Activate Speak Up Channels for all BUs (exc. Germany)
Upload CCEP Code of Conduct to Intranet: NEB, GB, FR, IB

Full Roll Out Plan
The Way We Work

1. Intranet Story
2. Animation
3. Managers Guide
4. Training
5. Reminder
6. Tracking

February
March
April
April

Face to Face Events
LT/Senior Managers Meetings
Roadshows
December - February
January - March

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Communication plan

Animation – An introduction to our Code of Conduct
Stakeholders (Internal network)

Who are your key stakeholders?

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

Highs and Lows

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

Applicable to all!
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

Source: XXX