

# CONSUMER WELLBEING

THE WELLBEING OF OUR CONSUMERS – PHYSICAL, MENTAL AND SOCIAL – IS AT THE HEART OF OUR VISION TO DELIGHT MILLIONS OF CONSUMERS EVERY DAY.



## OUR 2025 AMBITION

We aim to **reduce our total non-alcoholic beverages portfolio sugar grams per 100ml by 35 per cent in Indonesia, and by 20 per cent in Australia and New Zealand**, by 2025 (vs 2015) and have wellbeing initiatives underway in all markets<sup>1</sup>. We will continue to lead across our markets on responsible consumption, for alcohol and non-alcohol, particularly in vulnerable communities.

## OUR COMMITMENT AND APPROACH

**We are open and responsive to changing consumer tastes and preferences and aligned with global health guidelines, including World Health Organisation guidelines on the recommended daily intake of added sugar.**

Our wellbeing initiatives, which include quality standards, are guided by regulatory requirements and relevant company policies. These include the Coca-Cola Amatil Group *Human Rights Policy* and *Alcohol Advertising and Marketing Standards*, which confirm our commitment to the wellbeing of our consumers. We also adhere to The Coca-Cola Company's *Responsible Marketing Policy*, *Global School Beverage Guidelines* and local industry voluntary commitments such as the *Alcohol Beverages Advertising Code* and *DrinkWise* Australia's voluntary labelling guidelines, the *Responsible Children's Marketing Initiative* in Australia, and New Zealand's *Healthy Kids Pledge* and the *Children and Young People's Advertising Code*. Quality performance is monitored via regular internal and external audits, as well as audits conducted by The Coca-Cola Company, to ensure we meet stringent quality, safety and environmental requirements.

We continue to market responsibly and do not direct media marketing activity from any source to children under the age of 12 in Indonesia, Papua New Guinea, Fiji and Samoa. In New Zealand the *Children and Young People's Advertising Code* requires that advertising for our products must not target children (below the age of 14) or be placed in any media where children are likely to be a significant proportion of the expected average audience. In Australia no advertising is directed to children and young people under the age of 15.



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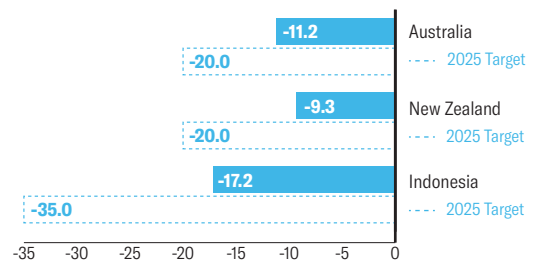
**REFORMULATED PRODUCTS** in **Australia, Indonesia** and **New Zealand** since 2015 with lower sugar formulations

**↓35%**

**SUGAR REDUCTION GOAL FOR INDONESIA FOR 2025** versus 2015

### Portfolio sugar reduction

% reduction in total portfolio-wide weighted volume average sugar content measured in grams per 100ml since 2015



<sup>1</sup> Sugar measurement is portfolio-wide weighted volume average total sugar content grams per 100ml. Baseline is MAT 31 December 2015.

## CONSUMER WELLBEING (CONTINUED)

### Consumer Wellbeing

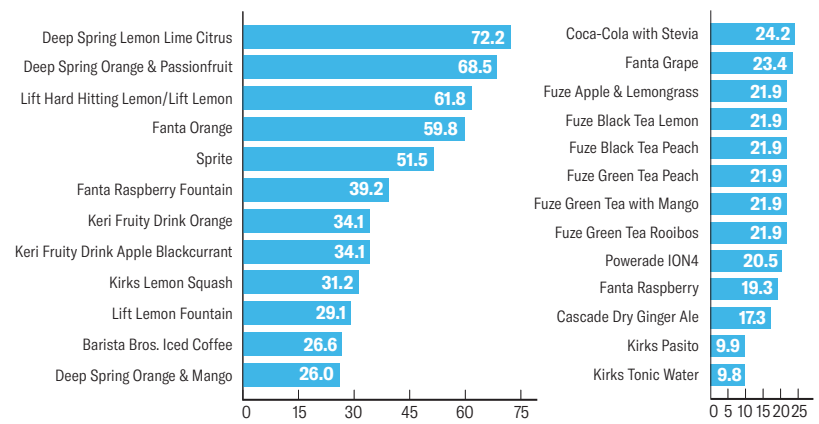
By the end of 2020, we had made good progress towards our sugar reduction goals for our non-alcoholic beverage portfolio. In Indonesia we have reformulated 12 products since 2015, and reduced our sugar grams per 100ml by 17.2 per cent compared to 2015 baseline. In Australia, we have reformulated 25 products since 2015, and reduced our sugar grams per 100ml by 11.2 per cent compared to 2015. In New Zealand we have reformulated 11 products since 2015, reducing sugar grams per 100ml by 9.3 per cent.

The reduction in sugar grams per 100ml across Indonesia, Australia and New Zealand was also driven by changing consumer preferences reflected in changes to the mix of products sold. In both Australia and New Zealand, 90 per cent of Coca-Cola product marketing in 2020 featured reduced or no-sugar Coca-Cola.

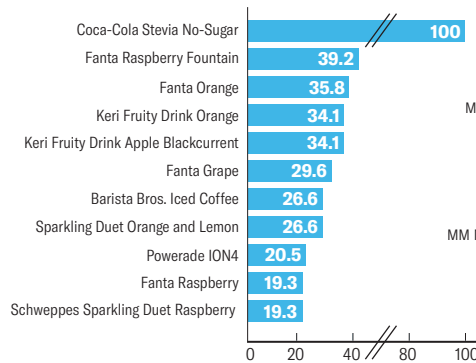
In Australia, New Zealand and Indonesia we are continuing to make small pack sizes available in all distribution channels. Small packs are now offered in 91 per cent of grocery stores and 86 per cent of petrol and convenience stores in Australia. In New Zealand, 100 per cent of grocery stores and petrol and convenience stores offer small packs. In Indonesia our 'affordable small sparkling package' offers consumers a 250ml size bottle for several flavours.

We are also making good progress in our other countries of operation. Initiatives include measuring portfolio-wide sugar content, implementing reformulation road maps, and planning further new low- or no-kilojoule product launches.

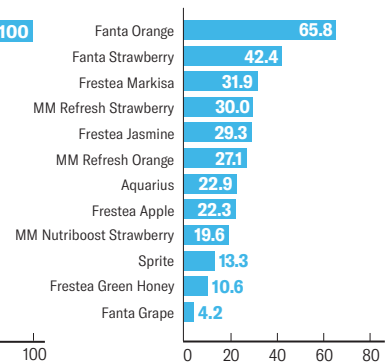
**Australian reformulations since 2015**  
% decrease in sugar content (g/100ml)



**New Zealand reformulations since 2015**  
% decrease in sugar content (g/100ml)



**Indonesia reformulations since 2015**  
% decrease in sugar content (g/100ml)



## NEW RECIPE, LESS SUGAR, GREAT TASTE

In late 2019 Coca-Cola Amatil and The Coca-Cola Company introduced a reformulation of one of our most important brands, Sprite. Australians love the great Sprite taste; however, we also know that eating and drinking less sugar is important for many people.

To continue to delight our consumers, The Coca-Cola Company created a new recipe that not only tastes great but supports the wellbeing of consumers.

It's no small task to create a beverage consumers love – the process involved understanding consumer needs, developing reduced sugar recipes, implementing taste trials, refreshing the brand, and finally launching the new recipe.

The new Sprite recipe, launched in late 2019, has 40 per cent less sugar (4.9 grams per 100ml) than the Sprite on the market prior to this (8.6 grams per 100 ml). Importantly, the new recipe continues to feature the unique lemon-lime taste that makes Sprite so popular.

This Sprite reformulation is one of many across the Amatil portfolio and forms part of our ongoing work with The Coca-Cola Company to launch reformulated products in order to reduce volume average weighted sugar content g/100ml by 20 per cent by 2025.

Reducing the sugar in Sprite is just one of the many things we are doing to help people make choices that are right for them. We are also reducing sugar in a range of other drinks, introducing more smaller pack sizes, and launching new, no sugar beverages.



### OUR REFORMULATION RECIPE FOR SUCCESS



Consumers at the heart



Innovative recipe creation



Reduced sugar, still great taste