

Coca-Cola Enterprises Corporate Responsibility and Sustainability

Coca-Cola Enterprises is committed to embedding Corporate Responsibility and Sustainability – or what we call CRS – into our everyday business operations in order to be successful in today's business environment. We have taken a thoughtful, pragmatic approach to CRS, focusing on creating long-term success for our business in connection with building sustainable communities.

We have defined five CRS strategic focus areas where our business touches the world and where the world touches our business, three of which are focused on the environment: water stewardship, sustainable packaging/recycling, energy conservation/climate change, product portfolio/well-being, and diverse and inclusive culture. These five focus areas ensure that CRS is a fundamental part of our overall business strategy and directly addresses the issues of greatest immediate importance to us and our stakeholders.

To validate our direction, we met with key external stakeholders including customers, industry organizations, and NGOs, and our Board of Directors approved targets and goals for each of our five focus areas. We will announce these targets and goals in our 2007 CRS Report later this summer.

Below is an overview of our three environmental focus areas:

▪ Water Stewardship

- Our goal is to establish a water sustainable operation in support of water neutrality – which at CCE means using one liter of water to make one liter of product. Globally, we are using 1.77 liters to create one liter of product, but we have a goal of reducing that by 10 percent by 2010.
- Water is the lifeblood of our business. We're already one of the most efficient water users in the Coca-Cola system, but we're still hard at work towards improving our water use ratio.
- We are investing in new technology to assist our facilities in being more water efficient. One of our key priorities is to install recycle and reclaim loops in our water treatment systems to increase efficiency to more than 90 percent. We installed these systems in three facilities last year and saved 180 million liters of water.

▪ Sustainable Packaging/Recycling

- Our goal is to maximize the use of renewable, reusable and recyclable resources with a long term goal of recycling the equivalent of 100% of our packaging. Along with The Coca-Cola Company, we want our packaging to be seen as a valuable resource for future use.
- We launched Coca-Cola Recycling (CCR), a wholly-owned subsidiary of our company, with the mission of recovering and recycling 100 percent of the

packaging materials produced and used by the Coca-Cola system in North America.

- Through the work of CCR, we have begun to execute programs in our facilities that drive operational efficiencies and eliminate waste, such as our Centralized Recycling Initiative (CRI) and Target 100. CRI is a recycling program inside our sales and distribution centers that enables CCE to recycle broken, damaged, lost or out-of-date product and aluminum and PET that we recover in the marketplace. Target 100 is an internal program designed to recover and recycle 100% of the packaging used in a facility. By the end of this year, we will have 35 CRI locations and 10 Target 100 locations throughout North America.
- CCR also plays an active role in working with our suppliers to establish sustainable packaging solutions that reduce the amount of packaging materials and energy we use to produce our beverages. In 2007, we reduced the amount of PET used in our Dasani bottles by 30 percent, saving 8,950 metric tons of PET.

▪ **Energy Conservation/Climate Change**

- Our goal is to reduce our carbon emissions in our manufacturing process, fleet, sales and marketing equipment and facilities. We are working on calculating our global carbon footprint so we can then identify and measure how we're going to reduce our impact.
- In 2008, we will deploy 120 hybrid electric trucks into our fleet, bringing our overall total of hybrid trucks on the road to 142. By the end of this year, we will have the largest fleet of heavy duty hybrid electric delivery trucks in North America.
- We have also taken some important steps to change our facility lighting to energy efficient industrial and high bay lighting in 2007. Last year, we saved an estimated 65,000 metric tons of carbon emissions and we have plans to convert an additional 79 facilities to these bulbs in 2008.
- Additionally, we are researching ways to make our sales and marketing equipment more efficient through the use of energy-saving devices. Beginning this year, all of our new sales and marketing equipment will be equipped with our proprietary EMS-55 energy-saving device which reduces energy consumption by more than 40%.

We consider this solid progress, but we recognize that there is still much work to be done. As a company, we will continue to document our impact of our operations and track progress against our targets and goals to help us eliminate waste, drive effectiveness, and capture efficiencies, while protecting the environment.

It is our goal to be a CRS leader in the global Coca-Cola system. As we work toward this goal, one of the most important lessons we've learned is that we're more successful when we're

working together with our partners in the Coca-Cola system, and we will continue to identify new ways to work together to provide the most positive results for our business, our people and our communities.