



Media Release

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COCA-COLA IN AUSTRALIA COMMITS TO REDUCING SUGAR BY 20% BY 2025 ALONG WITH BEVERAGES INDUSTRY

Coca-Cola South Pacific and Coca-Cola Amatil will reduce the sugar content in its non-alcoholic portfolio of sales by 20 percent by 2025, as part of an industry-wide pledge announced by the Australian Beverages Council (ABCL) in Canberra today.

The ABCL's Sugar Pledge sets an ambitious target for member beverage makers as part of a proactive commitment to support healthier lifestyles for Australians.

President of Coca-Cola South Pacific Mr Vamsi Mohan said, "We have been part of the Australian community for 80 years and, as people's tastes and preferences have changed, so have we. We will increase the pace of change to offer more great tasting drinks in line with what people want today.

"I'm proud to say we already have some runs on the board. We have reduced sugar in 22 of our drinks since 2015 including some of our leading brands like Fanta, Sprite and Powerade.

"This builds on our strong track record of new recipes with reduced sugar content such as Coca-Cola No Sugar, as well as smaller pack sizes, clear labelling and information, and our strict policy of not marketing to children."

Group Managing Director of Coca-Cola Amatil Ms Alison Watkins welcomed the Pledge as a further sign that industry was meeting changing community expectations.

"This Pledge is good news for consumers and further demonstrates our commitment to healthier lifestyles," Ms Watkins said.

"It builds on our commitment of a 10 percent reduction in sugar content across our portfolio of sales by 2020. We're on track to meet that target and look forward to delivering on today's Pledge as well."

The Pledge was announced in Canberra by Geoff Parker this morning, Chief Executive Officer of the Australian Beverages Council alongside Hon Greg Hunt MP, Federal Minister for Health. Sweetened beverages presently comprise around 4 percent of the average Australian's energy intake.^a

^a4364.0.55.007 - Australian Health Survey: Nutrition First Results – Food and Nutrients 2011-12. Australian Bureau of Statistics, October 2015



The ABCL Pledge announced today

Australia's leading beverage companies¹ have each committed to reducing sugar by 20% by 2025².

These commitments are based on annual sales data at 1 January 2016, and will be achieved via average reductions of total grams of sugar per 100mL across the industry³ to align with FSANZ labelling requirements.

¹ *Means those members of the Australian Beverages Council party to the commitment.*

² *Goal to be achieved by 10% by end of 2020 and additional 10% by end of 2025 i.e. 20% by 2025.*

³ *All industry products represented by the Australian Beverages Council are included within this Commitment, with any reduction in sugar measured as a reduction in total sugars. Products included are all non-alcoholic carbonated soft drinks, energy drinks, sports and electrolyte drinks, frozen drinks, bottled and packaged waters, juice and fruit drinks, cordials, iced teas, ready-to-drink coffees, flavoured milk products and flavoured plant milks.*

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ABOUT COCA-COLA AMATIL

Coca-Cola Amatil is one of the largest manufacturers and distributors of ready-to-drink non-alcohol and alcohol beverages, coffee and ready-to-eat food snacks in the Asia Pacific region. Coca-Cola Amatil is also the authorised manufacturer and distributor of The Coca-Cola Company's beverage brands in Australia, New Zealand, Fiji, Indonesia, Papua New Guinea and Samoa. Coca-Cola Amatil directly employs around 14,000 people and indirectly creates thousands more jobs across the supply chain, partnering with key suppliers to manufacture, package, sell and distribute its products. With access to around 300 million potential consumers through more than 700,000 active customers Coca-Cola Amatil is committed to leading through innovation and building a sustainable future and delivering long-term value to shareholders.

For more information, visit www.ccamatil.com

ABOUT COCA-COLA SOUTH PACIFIC

The Coca-Cola Company (NYSE: KO) is a total beverage company, offering over 500 brands in more than 200 countries. Our portfolio in Australia includes Coca-Cola, Coca-Cola No Sugar, Fanta, Sprite and Powerade. We're constantly transforming our portfolio, from reducing sugar in our drinks to bringing innovative new products to market. Together with our bottling partner we have made a commitment to reduce sugar across our portfolio by 10% by 2020, as well an industry-wide pledge to reduce sugar across the industry by 20% by 2025. We're also working to reduce our environmental impact by replenishing water and promoting recycling. With our bottling partners, The Coca-Cola Company employs more than 700,000 people, bringing economic opportunity to local communities worldwide. Coca-Cola Amatil (Aust) Pty Ltd is the authorised manufacturer and distributor of The Coca-Cola Company's beverage brands in Australia. Coca-Cola South Pacific Pty Ltd is an indirect wholly owned subsidiary of The Coca-Cola Company and provides marketing, technical and quality services to The Coca-Cola Company in Australia.

Learn more at www.coca-colajourney.com.au and follow us on Twitter, Instagram, Facebook and LinkedIn.