

COCA-COLA EUROPEAN PARTNERS

FUTURE BACK

2

WINNING
TODAY

TO WIN
TOMORROW

1

8

FORWARD LOOKING STATEMENTS

This document may contain statements, estimates or projections that constitute “forward-looking statements” concerning the financial condition, performance, results, strategy and objectives of Coca-Cola European Partners plc and its subsidiaries (together “CCEP” or the “Group”). Generally, the words “believe,” “expect,” “intend,” “estimate,” “anticipate,” “project,” “plan,” “seek,” “may,” “could,” “would,” “should,” “might,” “will,” “forecast,” “outlook,” “guidance,” “possible,” “potential,” “predict” and similar expressions identify forward-looking statements, which generally are not historical in nature.

Forward-looking statements are subject to certain risks that could cause actual results to differ materially from CCEP’s historical experience and present expectations or projections. As a result, undue reliance should not be placed on forward-looking statements, which speak only as of the date on which they are made. These risks and uncertainties include but are not limited to those set forth in the “Risk Factors” section of the 2017 Annual Report on Form 20-F, including the statements under the following headings: Risks Relating to Consumer Preferences and the Health Impact of Soft Drinks; Risks Relating to Legal and Regulatory Intervention (such as the impact of sugar taxes being implemented in a number of countries in 2018 and the development of regulations regarding packaging); Risks Relating to Business Integration and Synergy Savings; Risks Relating to Cyber and Social Engineering Attacks; Risks Relating to the Market (such as customer consolidation); Risks Relating to Economic and Political Conditions (such as continuing developments in relation to the UK’s exit from the EU); Risks Relating to the Relationship with TCCC and Other Franchisors; Risks Relating to Product Quality (such as shortages of raw materials); and Other Risks.

Due to these risks and uncertainties, CCEP’s actual future results, dividend payments, and capital and leverage ratios may differ materially from the plans, goals, expectations and guidance set out in CCEP’s forward-looking statements. Additional risks and uncertainties that may impact CCEP’s future financial condition and performance are identified in filings with the SEC which are available on the SEC’s website at www.sec.gov. CCEP does not undertake any obligation to publicly update or revise any forward-looking statements, whether as a result of new information, future events, or otherwise, except as required under applicable rules, laws and regulations. CCEP assumes no responsibility for the accuracy and completeness of any forward-looking statements. Any or all of the forward-looking statements contained in this filing and in any other of CCEP’s respective public statements may prove to be incorrect.

RECONCILIATION TO GAAP FINANCIAL INFORMATION

The following presentation includes certain alternative performance measures, or non-GAAP performance measures. Refer to pages 14 – 21 of our 2017 Annual Report issued on 15 March 2018, and pages 14-18 of our 2016 Annual Report issued on 11 April 2017, which detail our non-GAAP performance measures and reconciles, where applicable, our 2017, 2016 and 2015 results as reported under IFRS to the non-GAAP performance measures included in this presentation. For 2015 and 2016, as included within our 2016 Annual Report, we have given effect to the merger as if it had occurred at the beginning of the periods presented. This presentation also includes certain forward looking non-GAAP financial information. We are not able to reconcile forward looking non-GAAP information to reported measures without unreasonable efforts because it is not possible to predict with a reasonable degree of certainty the actual items that may impact comparability throughout 2018.

INTRODUCTION & LOOK BACK

DAMIAN GAMMELL, CEO

DEEP DIVE: GERMANY

FRANK MOLTHAN, GM GERMANY

EXCITING FUTURE

STEPHEN LUSK, VP COMMERCIAL DEVELOPMENT

DRIVING SHAREHOLDER VALUE

NIK JHANGIANI, CFO

WINNING TODAY TO WIN TOMORROW

DAMIAN GAMMELL, CEO

KEY TAKEAWAYS

DAMIAN GAMMELL, CEO

NIK JHANGIANI, CFO



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DELIVERED MERGER OF CCE, IBERIAN & GERMAN BOTTLERS, CREATING SCALE...

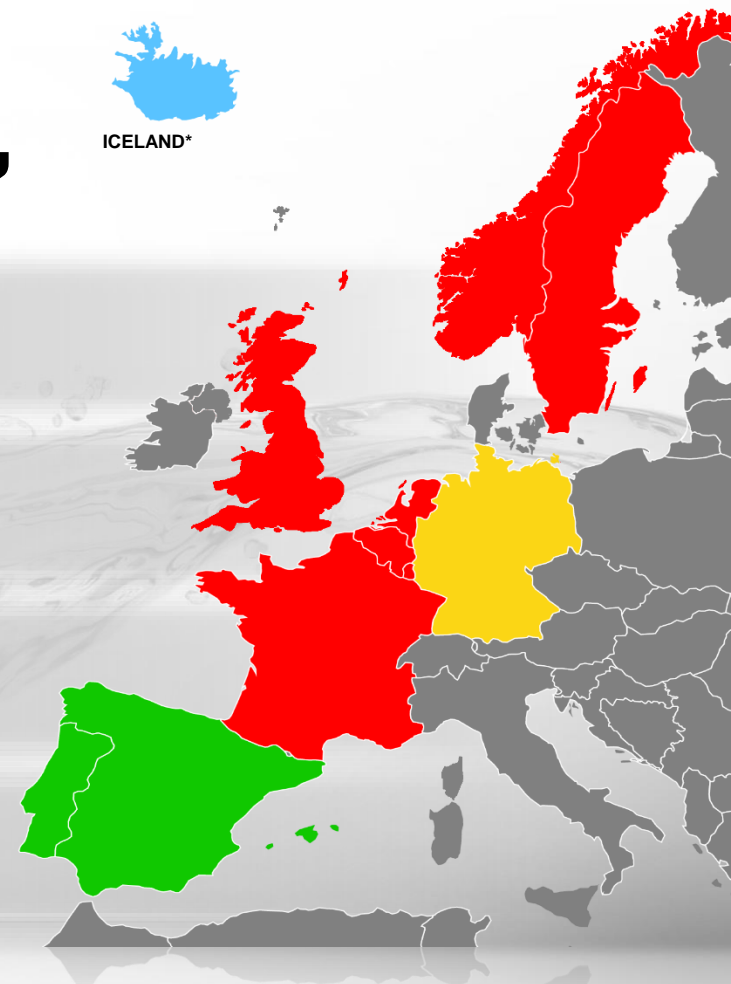
ICELAND*

NARTD SHARE LEADER GENERATING
c.€11BN REVENUE & c.€2BN ADJUSTED EBITDA

GEOGRAPHIC DIVERSIFICATION WITH
OPERATIONS IN 13 COUNTRIES

23,500 EMPLOYEES SERVING 1M CUSTOMER OUTLETS
& OVER 300M CONSUMERS

ONE OF THE LARGEST FMCG SALES FORCES IN EUROPE
WITH ~6K STRONG COMMERCIAL TEAM & 1M COOLERS



...AND THE WORLD'S LARGEST BOTTLER BY REVENUE



2017 REVENUE (€BN¹)

■	Coca-Cola European Partners: €11.1
■	Coca-Cola FEMSA: €9.6²
■	Coca-Cola Bottlers Japan: €7.8³
■	Arca Continental: €6.5
■	Coca-Cola Hellenic: €6.5
■	Swire Pacific ⁴ : €3.9
■	Coca-Cola Consolidated: €3.8
■	Coca-Cola Amatil: €3.4
■	Coca-Cola Andina: €2.4
■	Coca-Cola İçecek: €2.1

Map shows approximate territories as of July 2018

¹ Company reports, local currency figures converted using the average 2017 exchange rates (Factset), rounded

² Full-year of KOF's territories, eleven months of Coca Cola FEMSA Philippines and full-year of Coca Cola FEMSA Venezuela

³ Pro-forma

⁴ Beverages division

3 KEY MERGER OBJECTIVES

RESET

the base for
profitable
growth

DELIVER

merger
synergies

BUILD

for the future

2016

2017

2018

**NOW TO CCEP
TWO YEARS
AFTER THE MERGER**

TAKING **BOLD STRATEGIC DECISIONS** TO DRIVE PROFITABLE REVENUE GROWTH

RESET
the base for profitable growth

'LEGACY' CCE

CCEP



REMOVING UNPROFITABLE SKUS
E.G. GERMAN WATER

STOP VALUE DESTROYING PROMOTIONS

CUSTOMER NEGOTIATIONS
IN GERMANY & FRANCE

PRICE/PACK RESET IN GB & FRANCE
AHEAD OF SUGAR TAX CHANGES

RESET THE RTD TEA CATEGORY
BY TRANSITIONING AWAY FROM NESTEA

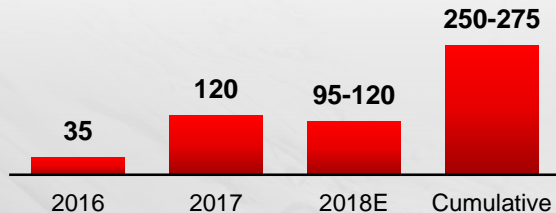
FUTURE BACK
2018

RTD = ready-to-drink; revenue growth is comparable and fx-neutral (non GAAP performance measure – refer to slide 2); Revenue/UC growth is fx-neutral (non GAAP performance measure – refer to slide 2); 2018E excludes incremental sugar and excise taxes.

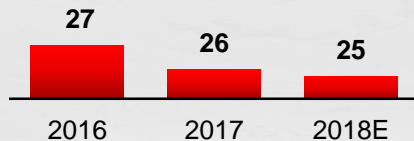
DELIVERING ON SYNERGIES: EXPECT TO BE AT **100%** RUN RATE BY FY18

REALISED TARGET¹: €315-340M PRE-TAX BY 1H19

REALISED SYNERGIES (€M)

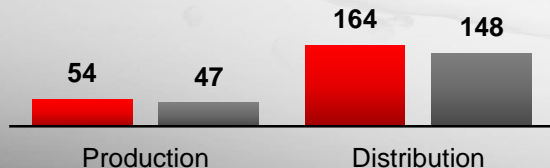


OPERATING EXPENSES²
AS % OF REVENUE

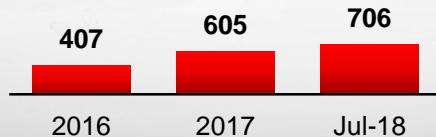


SUPPLY CHAIN FACILITIES

■ 2016 ■ 2017



SOFIA SSC³ EMPLOYEES



PROCUREMENT SAVINGS
& IMPROVED SCALE:
~€100M

DELIVER
merger
synergies

RATIONALISATION OF PRODUCTION
CENTRES, PRODUCTION LINES &
DISTRIBUTION CENTRES:
~€45M

SUPPLY CHAIN EFFICIENCIES:
~€30M

OPEX RATIONALISATION:
~€40M

€215M PRE-TAX SYNERGIES
REALISED THROUGH 1H18

FUTURE BACK

2018

1 Synergy areas include supply chain, procurement, and operating expenses –top-line growth synergies are not included in savings target
2 Comparable operating expenses (non GAAP performance measure – refer to slide 2)
3 SSC=Shared Services Centre

PROGRESSING ON TOP LINE GROWTH OPPORTUNITIES

BUILD
for the
future

DIGITAL COMMERCE



CCEP ranked 1st in 2018 GB
FMCG e-commerce
Advantage Survey

2017 online grocery RSV
+12%

30% increase in incidence
rates with online food delivery

DISCOUNTERS



Strong 2017 and YTD 2018
volume growth

Achieved 15 new listings in
all countries

Added 68 additional
promotions vs 2016

HORECA



6 consecutive quarters of
outperformance vs the
Home channel

Incubator pilots in all markets

Number of outlets with
monthly coverage +100%

SALES FORCE



All markets now using
SFA tools

Average visits per day x2
from 7 to 14

Introduced 'add to order'
function

FUTURE BACK
2018

RSV = Retail Sales Value; HoReCa = Hotel/Restaurant/Café; SFA = Sales Force Automation

WE ARE GUIDED BY **FIVE** STRATEGIC IMPERATIVES

Coca-Cola
EUROPEAN PARTNERS

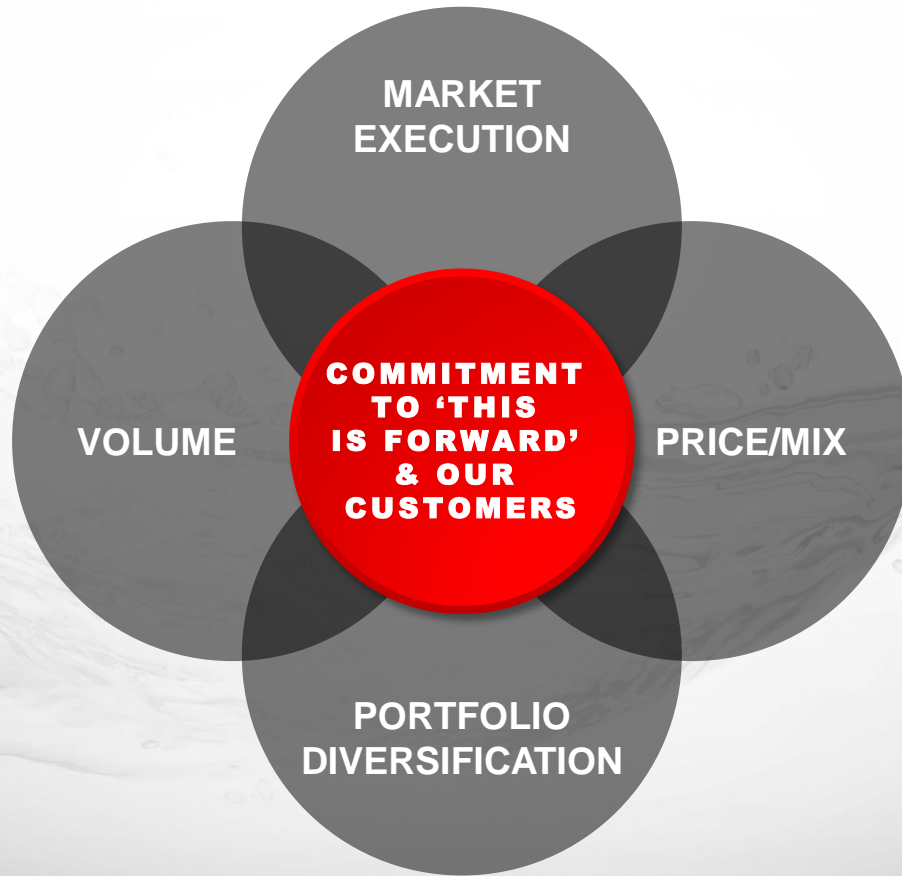


BUT CCEP WAS ALWAYS ABOUT A

BIGGER
AND
BOLDER **VISION**

BEYOND THE MERGER

FUTURE BACK GROWTH LEVERS



**ENABLED BY
INVESTING IN
CAPABILITIES**

**WINNING
TODAY
TO WIN
TOMORROW**

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LOOKED OUT TO **2028**

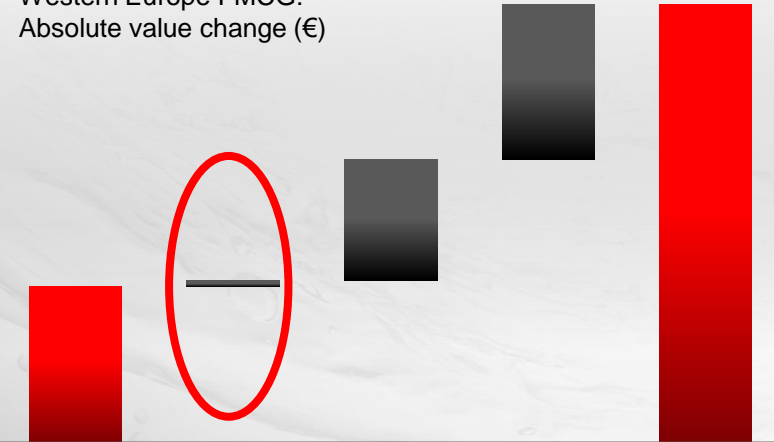
THE **FUTURE** IS EXCITING!

WORKED **BACK** TO **2018**

NARTD IS A GREAT PLACE TO BE

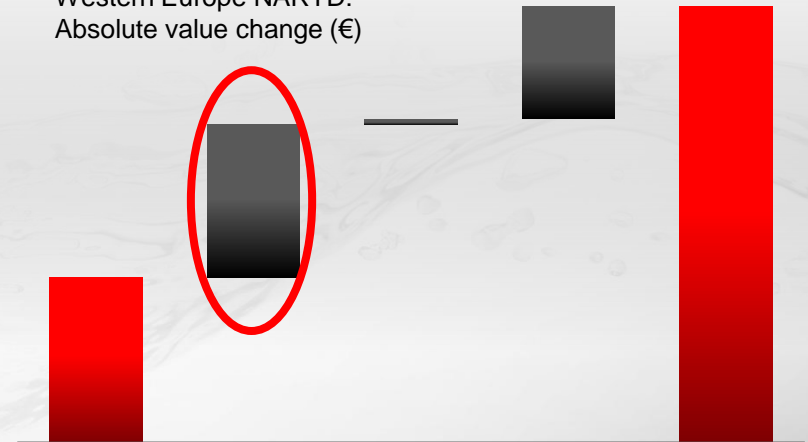
TOTAL FMCG: VALUE GROWTH DRIVEN BY PRIVATE LABEL & SMALLER COMPANIES

Western Europe FMCG:
Absolute value change (€)



NARTD: VALUE GROWTH DRIVEN BY TOP 12 MANUFACTURERS & SMALLER COMPANIES

Western Europe NARTD:
Absolute value change (€)



MAT Q2 2017 Top 12 manufacturers Private label Other players MAT Q2 2018

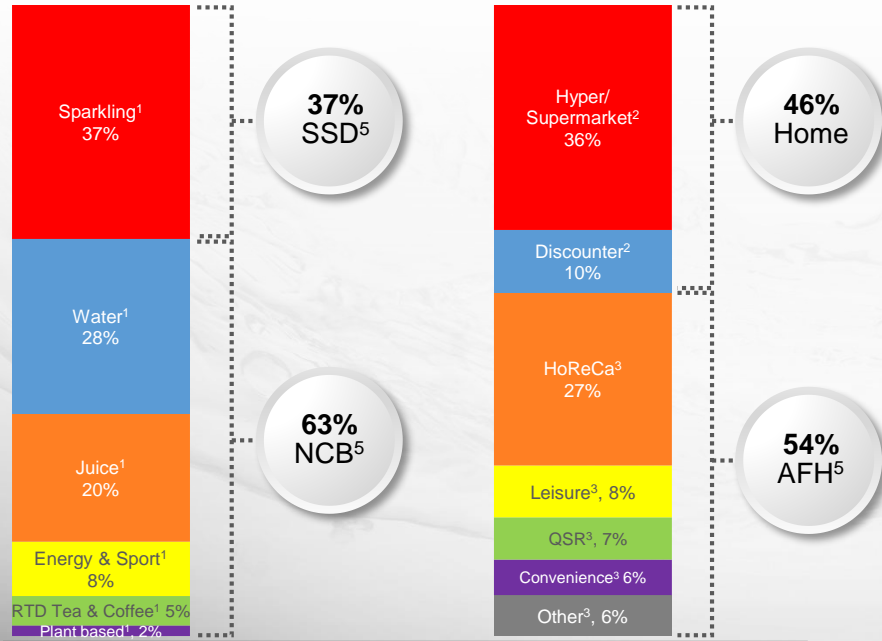
Val % growth +0.2% +2.3% +2.6% +2.0%

H1 2017 Top 12 manufacturers Private label Other players H1 2018

Val % growth +2.7% +0.2% +5.0% +2.6%

THE INDUSTRY IS **BIG & DIVERSE...**

NARTD CATEGORY VALUE MIX



2017
NARTD VALUE
€98BN¹

NARTD CATEGORY:
#3 in value
CONTRIBUTION TO GROWTH:
#2 in value
TOTAL FMCG
(Nielsen-WEBU⁴)

CCEP
#1 value
driving FMCG
company across
our territories⁴

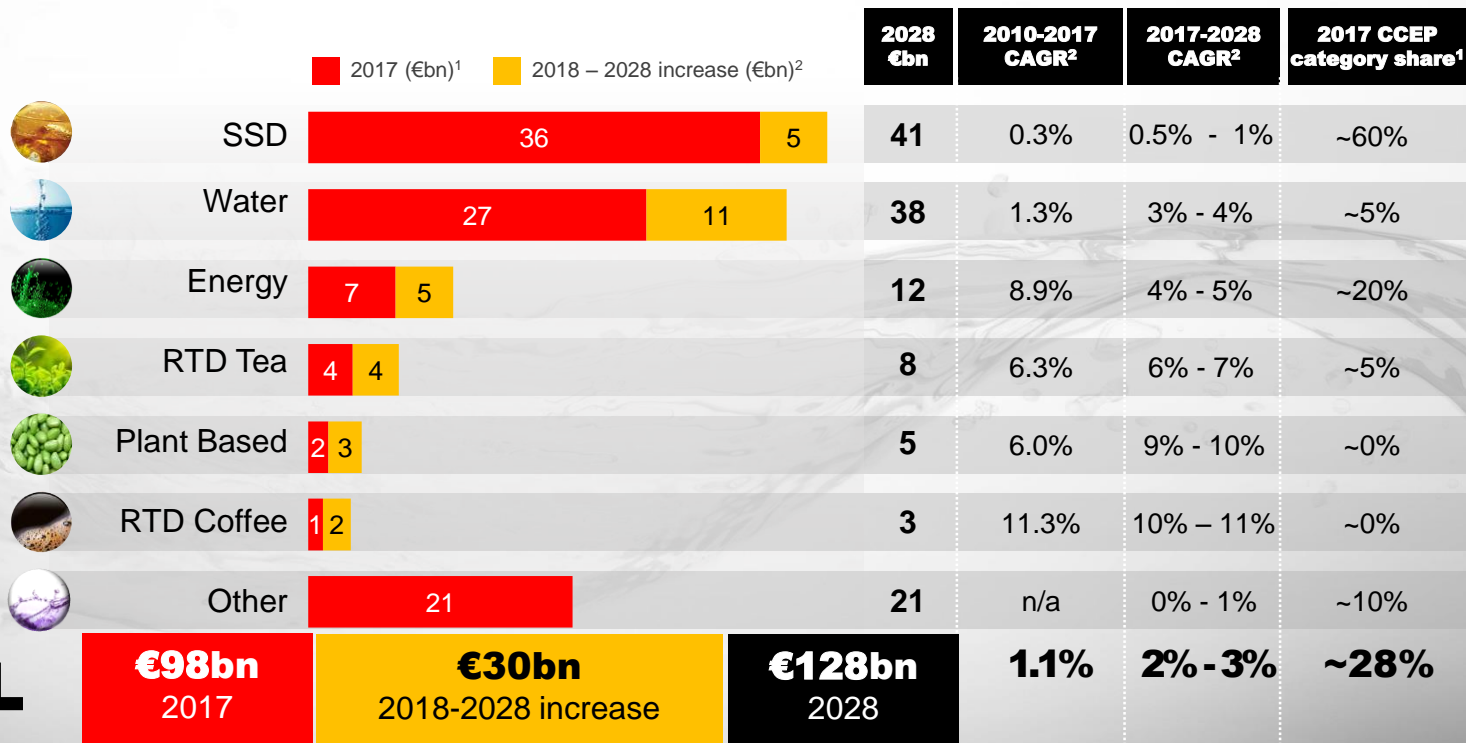
1. Combination of Global Data FY2017 for AfH Channels, Nielsen FY2017 data for Home Channels
 2. Nielsen FY 2017
 3. Global Data FY 2017; HoReCa is Hotel/Restaurant/Café; QSR is Quick Serve Restaurants; Convenience includes Convenience Stores and Food To Go; Other includes Petrol and At Work/Institutional. Global Data excludes Disco/Bar/Night Club and Travel/Transportation

4. Nielsen Strategic Planner Data to WE 17.06.18
 5. SSD = Sparkling Soft Drinks; NCB = Non Carbonated Beverages; AFH = Away From Home
 NARTD = Non Alcoholic Ready-To-Drink; FMCG = Fast Moving Consumer Goods; WEBU = Western Europe Business Unit

AND GROWING ACROSS ALL SEGMENTS

Continued growth in sparkling

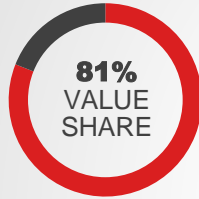
NCB to grow from 63% of the market to 67%



OPPORTUNITIES WITHIN SPARKLING

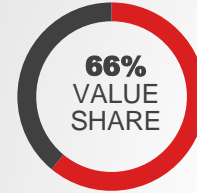
CLASSIC COLA

Drive Value
through package
innovation



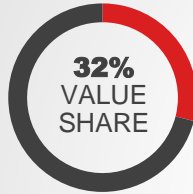
LIGHT COLAS

Lead Segment
through innovation
& new flavours



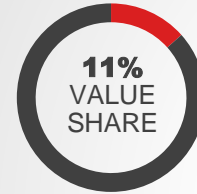
SPARKLING FLAVOURS

Build On Success
through innovation,
reformulation &
adult sparkling

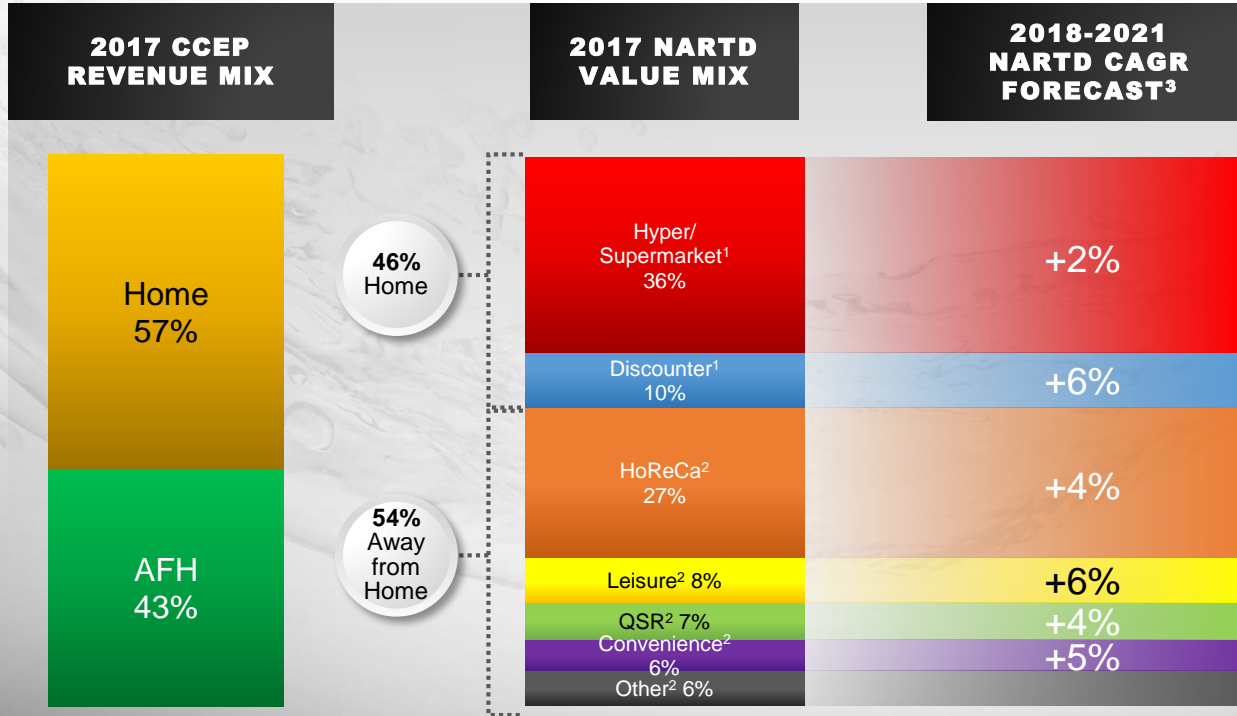


MIXERS

Differentiate
through
premiumisation &
new flavours



THE AWAY FROM HOME CHANNEL IS A **BIG OPPORTUNITY**



AFH
to drive
~60%
of growth

Discounters & e-commerce
to drive the
HOME CHANNEL

1 Nielsen FY 2017
 2 Global Data FY 2017; HoReCa is Hotel/Restaurant/Café; QSR is Quick Serve Restaurants; Convenience includes Convenience Stores and Food To Go; Other includes Petrol and At Work/Institutional; Global Data excludes Disco/Bar/Night Club and Travel/Transportation
 3 CCEP internal estimates, rounded

SO INDUSTRY GROWTH REMAINS **SOLID**

CCEP markets

+€30bn
by 2028

(Cumulative NARTD
incremental revenue
opportunity)

Revenue

to grow at a

2% to 3%

CAGR

(2017-2028) vs 1.1%
(2010-2017)

Volume

to grow at a

0.5% to 1.5%

CAGR

(2017-2028) vs 0.6%
(2010-2017)

REFLECTING FUNDAMENTALLY CHANGING TRENDS



HEALTHIER
CHOICES

I WANT
IT ALL



TECHNOLOGY
EMPOWERMENT

I WANT
IT NOW



NEW
INFLUENCES

I WANT
NEW THINGS



MAKE A
DIFFERENCE

I CAN MAKE A
DIFFERENCE



FLUID
LIFESTYLES

I WANT IT,
WHEN IT
SUITS ME

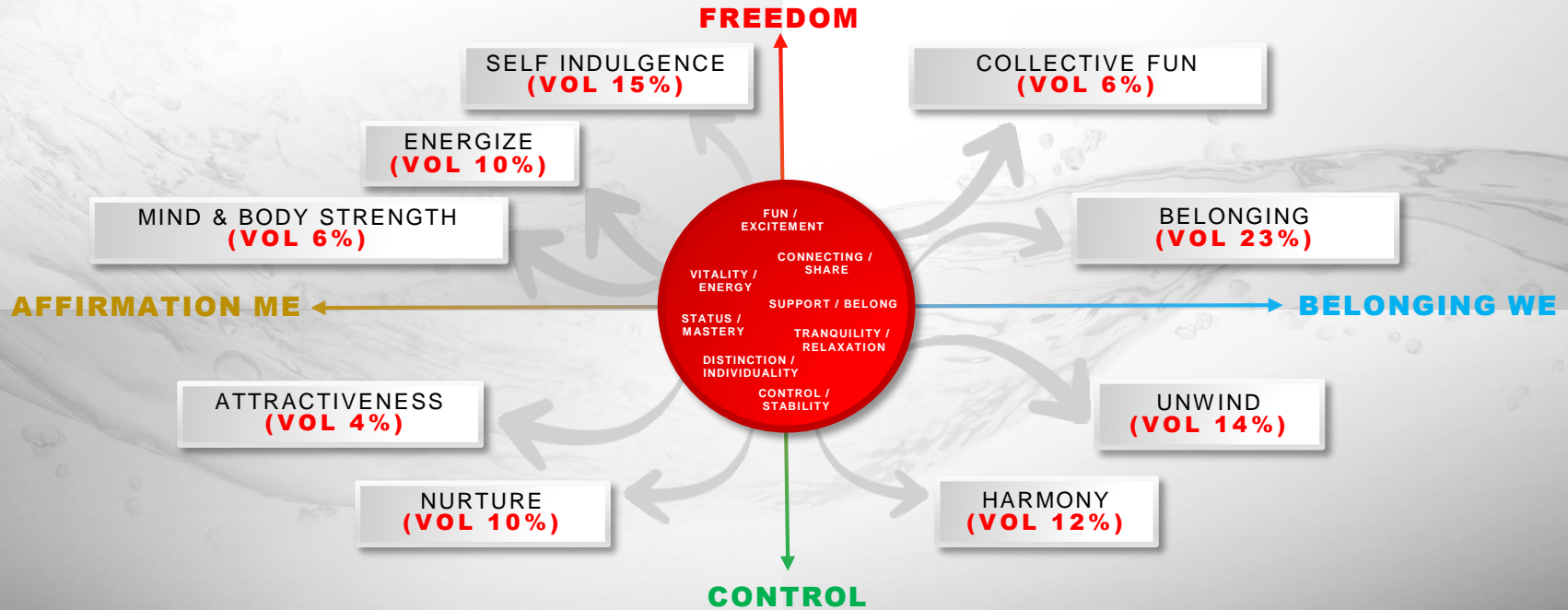
73%

SMALL
BASKET
SHOPPING TRIPS

60%

OF EUROPEAN
HOUSEHOLDS
1-2 PEOPLE

DRINKING MOTIVATIONS GO FAR BEYOND QUENCHING THIRST



DRIVING MULTIPLE DRINKING OCCASIONS

HOME

Breakfast

Breakfast



Meals

Routine



Leisure

Routine Screen Time



Special Screen Time



Routines

Routine Habits



Comforting



Special



Healthy Relaxing



Rewarding Relaxing



Mental Refreshment



My Meal



Snacks



Physical Recovery



Socialising



AWAY FROM HOME

Leisure

Physical Recovery



Socialising/Nightlife



Eating

Eating Out



On The Go

Energy



At School / University

Routine Habits



At Work

Eating



Not Eating



RECENT INNOVATION LAUNCHES MIRROR THESE TRENDS

IN CCEP MARKETS...

1/3 NEW SKUS
LOW CALORIE

55% NEW SKUS
LAUNCHED IN NON-PET FORMAT

GLASS PACKAGING ON COLAS
UP 9PPS to 24PPS

MORE THAN 70%
NEW SKUS FROM NCBS

76% NEW SKUS
UNDER 1L

...AND THIS IS ALL BEFORE ANY LONGER TERM 'LANDSCAPE SHIFTS'

Wellbeing

Convenience

Further
Consolidation

Experiences

Packaging

Data Driven
Insights

Channel
Blurring

Competitive
Disruption

Automation

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2018

WINNING TODAY ALLOWS US TO **WIN TOMORROW**

WE HAVE A **STRATEGY** THAT ALLOWS US TO

**GROW FROM OUR CORE
TODAY ALONGSIDE
CHANGE FOR TOMORROW**

TWO KEY AREAS ARE **TRANSFORMING** CCEP

#1

Continued
Consumer Driven
Portfolio & Package
Diversification Plans

—
ALIGNED
WITH TCCC

SSD

Premiumise, Responsively Evolve & Accelerate Adult Drinks

Water

Expand & Premiumise

RTD
Tea

Expand




Energy

Expand



RTD
coffee/
plant
based

Inventively Drive New Growth

REFLECTED IN OUR **DIVERSIFYING** PORTFOLIO



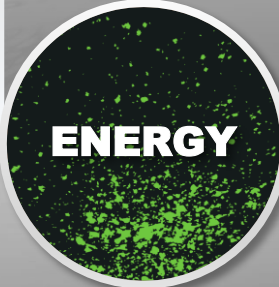

SSD



WATER



RTD TEA



ENERGY



**RTD COFFEE/
PLANT
BASED**

WITH ENCOURAGING RESULTS

60% of H1 '18 Top 10 innovations came from CCEP⁴

Our #1 Light Cola portfolio continues to expand & grow



Value share for Fuzetea¹ already similar to Nestea² YTD (July 2018) after only 7 months in market



Fanta has led the growth in the Flavours category³ helped by launch of the Spiral bottle



4 separate key Monster NPD launches in 2018

Expanding into new exciting segments with AdeZ



Premium opportunity for Coca-Cola with glass



FUTURE BACK
2018

NPD = New Product Development

- 1 Nielsen value share July 2018 (WEBU excl. Iberia)
- 2 Nielsen value share to week ending 29 July 2018
- 3 Nielsen value share MAT July 2018
- 4 60% of total innovation value (Nielsen 01.07.2018)

AND...

#1

Continued
Consumer Driven
Portfolio &
Package
Diversification
Plans



#2

Transforming
Routes To
Market With A
Segmentation
That Reflects
Future Growth

#1

Continued
Consumer Driven
Portfolio & Package
Diversification
Plans



#2

Transforming
Routes To Market
With A
Segmentation
That Reflects
Future Growth

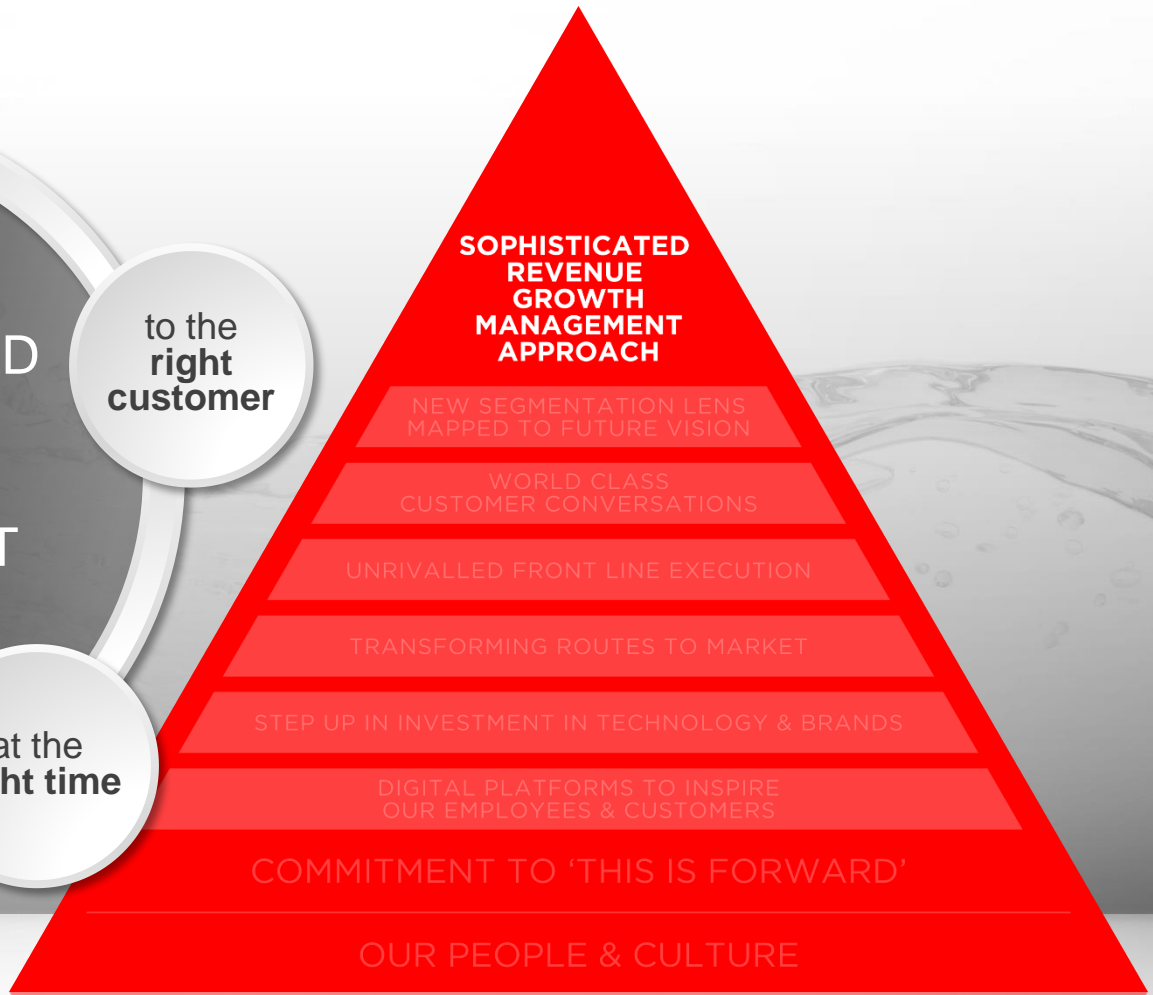
TO ACHIEVE THESE OBJECTIVES WE ARE
DEVELOPING KEY CAPABILITIES THAT WILL

SUPPORT OUR GROWTH & SET US APART TO WIN

KEY CAPABILITIES THAT SET US APART

Coca-Cola
EUROPEAN PARTNERS





RGM LEVERS



**OPPORTUNITY
MAPPING**

IDENTIFYING
WHERE TO PLAY
FOR PROFITABLE
GROWTH



**SHOPPER
INSIGHTS**

UNDERSTANDING
SHOPPING
PATTERNS &
DECISIONS

CONSUMER

CONSUMER PREFERENCES

OCCASIONS

CATEGORY & CHANNEL
OPPORTUNITIES

CONVENIENCE, DISCOUNT, ONLINE



OBPPC
Building margin
through
differentiation



**CUSTOMER
PROMOTION
SPEND**

UNDERSTANDING
WHAT WE GIVE &
WHAT WE GET



**CUSTOMER
PRICE, TERMS,
CONDITIONS**

MAKING
CUSTOMER
INVESTMENTS
WORK HARDER

CUSTOMER

PROMOTIONAL EFFECTIVENESS

JOINT VALUE CREATION
WITH THE CUSTOMER

AGREED IN-STORE EXECUTION

COOLER PLACEMENT

DEFINING OUR PORTFOLIO TO CAPTURE VALUE: **O B P P C**



for
each
Occasion



the
optimal
Brand



in the
appropriate
Packages



at the
right
Prices



in the
target
Channel

10 PRIORITY DRINKING MOMENTS QUANTIFIED IN HOME & AWAY FROM HOME



FOCUS ON DRIVING POSITIVE MIX OF VALUE ACCRETIVE PACKAGES

GLASS BOTTLES
account for 6% of total SSD value but 1/3 of segment growth

HOME CHANNEL
72% of category growth coming from **Single Serve** products of which 42% are single SKU

SMALL PACKS
56% of our NSR growth²



HOME CHANNEL: WINNING FROM THE MAIN AISLE WITH **GLASS**

OCCASION



BRAND



PACK

Iconic 6x20cl glass bottles



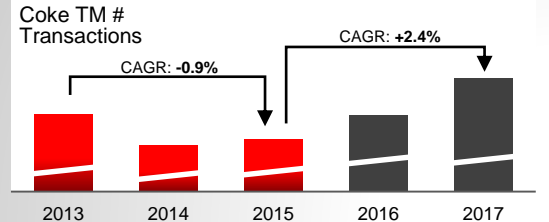
PRICE



CHANNEL



BELGIUM RESULTS





AFH CHANNEL: LAUNCH OF PREMIUM MIXER **ROYAL BLISS**

OCCASION



Socialising AFH

BRAND



PACK



200ml glass bottle

PRICE



A Premium Brand to capture Volume & Value

CHANNEL

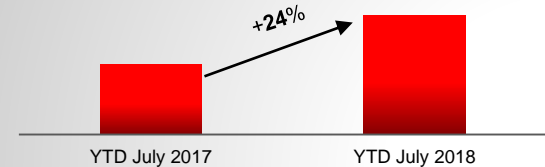


HoReCa:

- Bartender training
- Bespoke activation
- Premium point of sale activation
- Experiential sampling

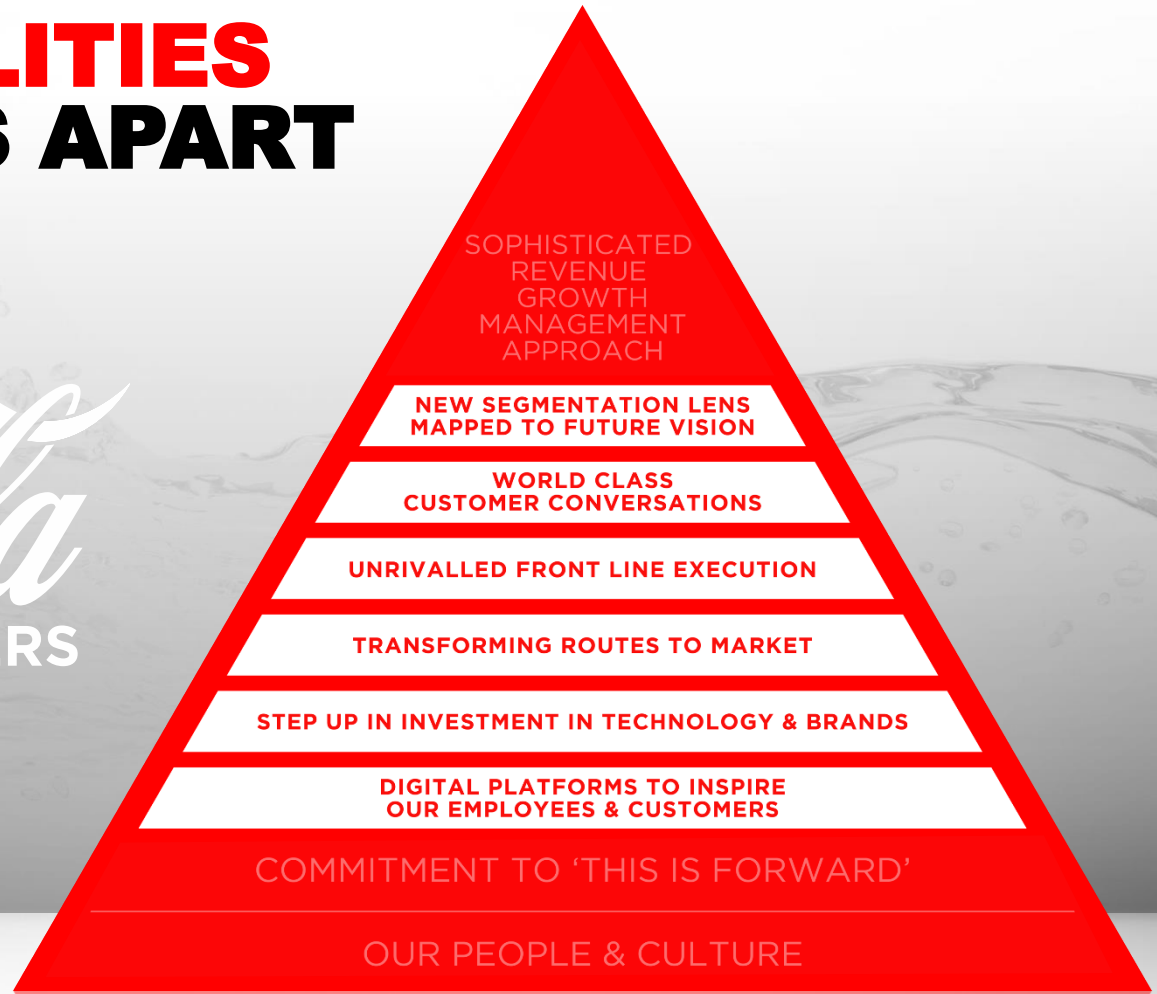
SPAIN RESULTS

Volume (Unit Cases)



KEY CAPABILITIES THAT SET US APART

Coca-Cola
EUROPEAN PARTNERS



NEW SEGMENTATION LENS MAPPED TO FUTURE VISION



SEGMENTATION APPROACH UNDERPINNED BY A ROBUST UNDERSTANDING OF OCCASIONS

WORLD CLASS CUSTOMER CONVERSATIONS

ALREADY HAVE GREAT RELATIONSHIPS WITH OUR CUSTOMERS¹. THIS IS ABOUT CHANGING THE DIALOGUE TO CREATE JOINT VALUE CREATION

**FROM TALKING
ABOUT...**



**TO TALKING
ABOUT...**

Our Priorities

Joint Priorities

Short Term Thinking

Short & Longer Term Thinking

Sparkling

Beverages For Life

Commercial Teams

Multi-Functional Teams

Volume

Net Margin & Cash



6,000 STRONG

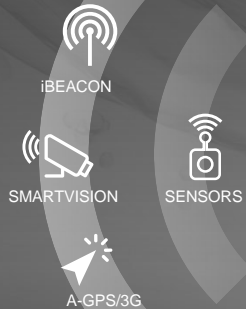
COMMERCIAL TEAM ACROSS CCEP

SALES FORCE AUTOMATION TOOLS

INCUBATOR MODEL & ALTERNATIVE
ROUTES TO MARKET

'ADD TO ORDER' FUNCTIONALITY

ANNUAL COMPETITION
BETWEEN REGIONS

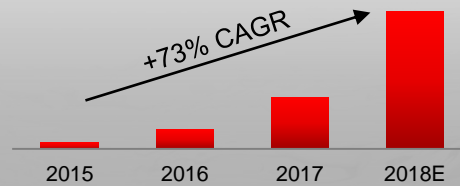


UNRIVALLED FRONT LINE EXECUTION

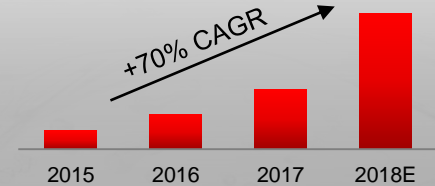
STRONG FIELD SALES GAINS IN GREAT BRITAIN



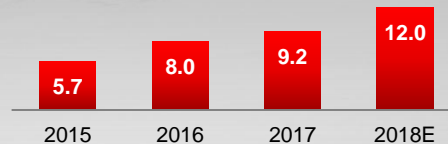
DISTRIBUTION POINTS



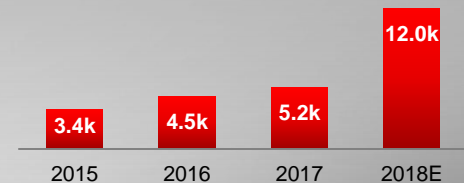
MONTHLY COVERAGE



FIELD SALES VISITS
PER DAY



NET COOLER INSTALLS



**FUTURE BACK
2018**

TRANSFORMING ROUTES TO MARKET



STRENGTHEN RELATIONSHIPS
WITH KEY CUSTOMERS



OPTIMISE
WHOLESALE PARTNERSHIPS



COLLABORATION MODELS TO
INCLUDE STRUCTURED DATA SHARING



INCREASE
CORE RANGE AVAILABILITY



PAY-FOR-PERFORMANCE BASED
ON SELL-OUT DATA VS. SELL-IN DATA



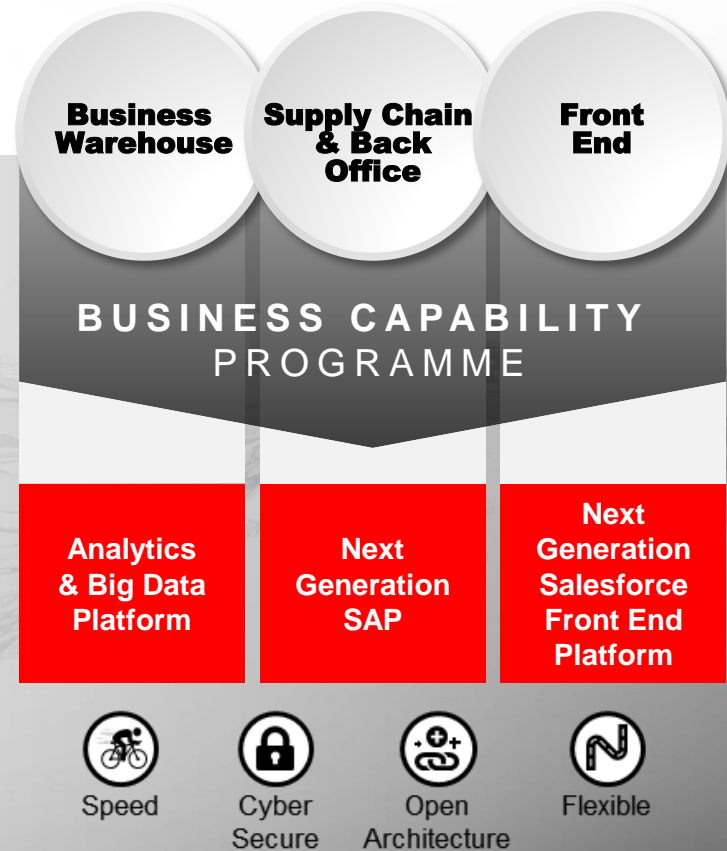
FULLY INTEGRATE TRANSFER
ORDERING PROCESS

STEP UP IN INVESTMENT IN TECHNOLOGY

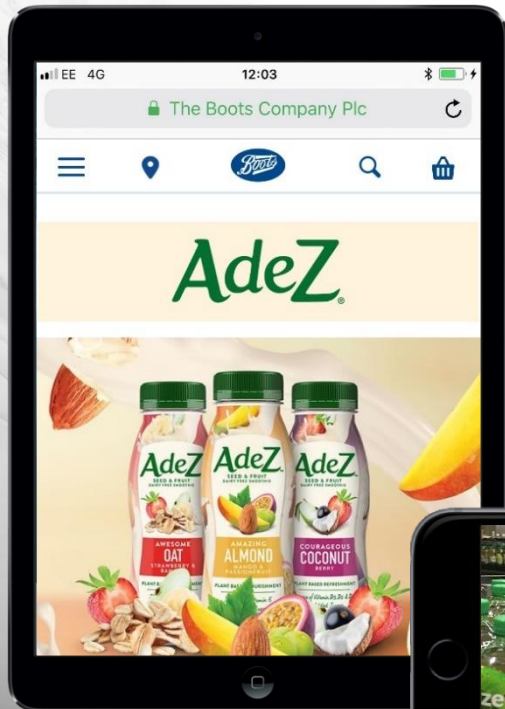
Inherited multiple IT systems post merger none of which are scalable for 'new world'

Launched **Business Capability Programme** to enable a fully integrated, digital ready, scalable & adaptable technology foundation

- to better serve our customers & employees
- to drive more efficiencies across CCEP



STEP UP IN INVESTMENT IN **NEW BRANDS**



AdeZ New Segment Expansion

Seeded, test & learn approach

Targeted customer partnering



Fuzetea 7 months after launch:

Already number 2 in most of our markets

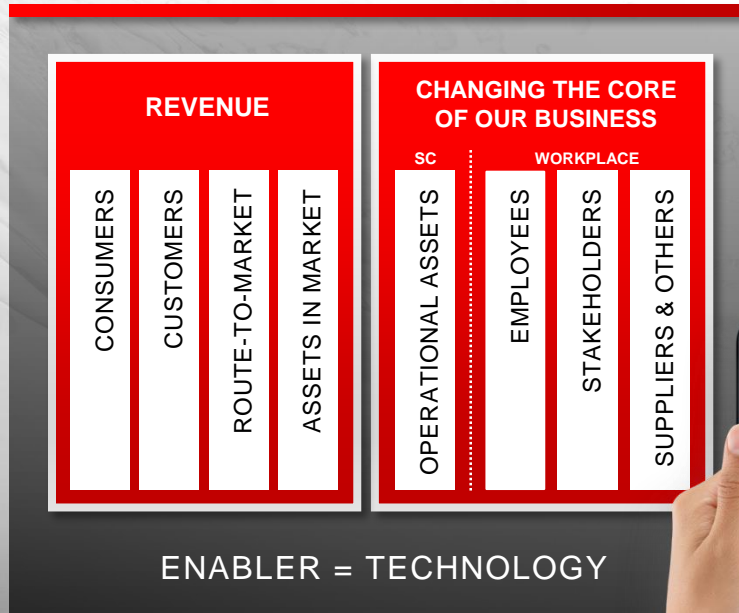
Results significantly ahead of plan

Step change in how we approach new product development e.g. 'incubator' sales

New profit sharing model with TCCC, covering marketing & capex

Continue to invest more capex as we build our capability for a broader portfolio

DIGITAL PLATFORMS TO INSPIRE OUR CUSTOMERS & EMPLOYEES



DIGITAL AGENDA SUPPORTED BY
DIGITAL ADVISORY COMMITTEE
COMPRISING 5 EXTERNALS

ACTIVITY BROADLY SPLIT ACROSS

ENABLING FRONT LINE

PUTTING INSIGHTS AT THE CORE

14 PILOTS UNDERWAY

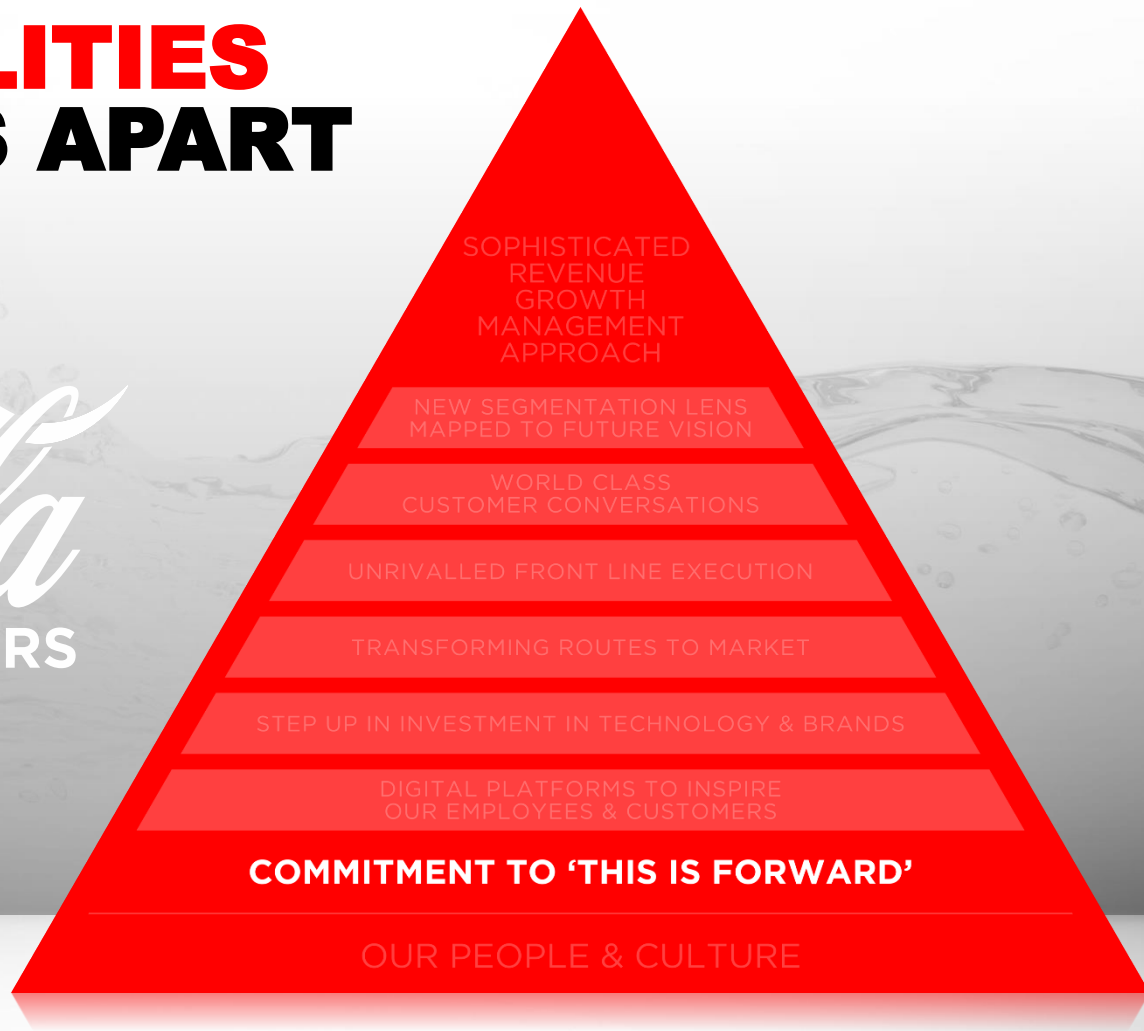
REVENUE GROWTH E.G. IMPROVING &
EXTENDING FIELD SALES TOOLS,
CUSTOMER ONLINE PORTAL

SUPPLY CHAIN PRODUCTIVITY
E.G. ADVANCED ANALYTICS, ROBOTICS

WORKPLACE EMPOWERMENT E.G.
LEARNING & TRAINING, EMPLOYEE
ENGAGEMENT HUB

KEY CAPABILITIES THAT SET US APART

Coca-Cola
EUROPEAN PARTNERS



OVER ARCHING COMMITMENT TO **'THIS IS FORWARD'** SUSTAINABILITY PLAN

LAUNCHED IN 2017

Covers six key areas

Strategically embedded across
our entire value chain

Strong commitment to
building a better future:
suite of bold &
ambitious targets



CALORIES



Continuous extension of
no/low-calorie drinks (at 37% of
volumes sold, targeting 50%)

Reduced amount of sugar in
our drinks by 9% since 2010
(=117 recipe changes)

New clearer portion
size labelling

PACKAGING



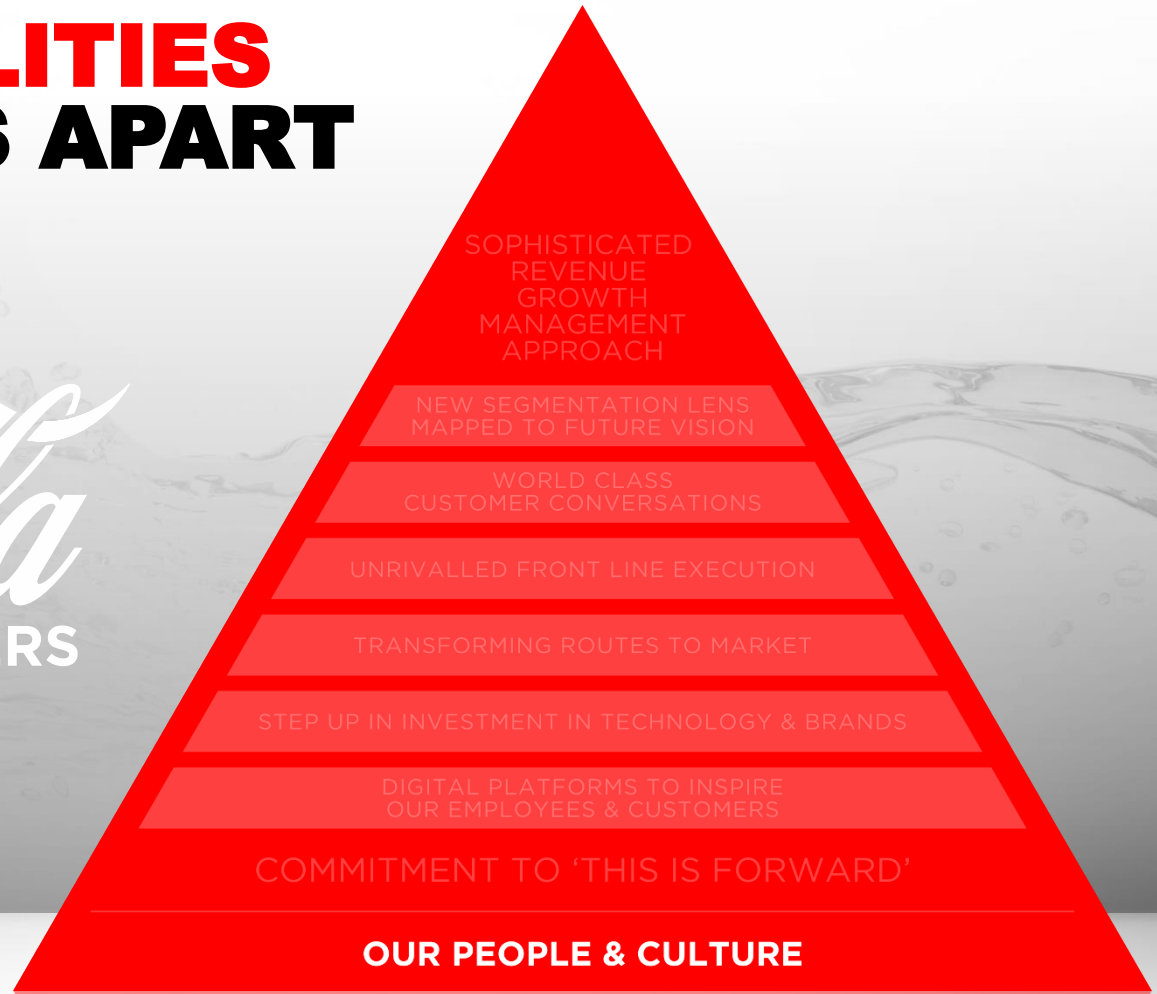
97% of our packaging is
recyclable (targeting 100%)

25% of PET used in our
bottles is from recycled PET
(targeting 50%)

Actively involved in supporting
well-managed deposit return
schemes

KEY CAPABILITIES THAT SET US APART

Coca-Cola
EUROPEAN PARTNERS



OUR PEOPLE & CULTURE ARE CENTRAL TO OUR SUCCESS

FOCUS ON CUSTOMERS & FRONT-LINE



We do everything we can to help the front-line team develop our business and delight our customers.

EXECUTE WITH SPEED & AGILITY



We move quickly, find ways to remove barriers and make things happen.

EMPOWERED TO WIN TOGETHER



We work together to win, encouraging diverse ideas and supporting people at every level to make decisions.

LISTENING & CARING



We listen to what our colleagues, customers, consumers and communities tell us – seeking to understand and take the right actions.

PASSION FOR GROWTH



We show our determination to grow the business, take accountability and develop ourselves.

**SOLID BASE TODAY –
FIRST ENGAGEMENT SURVEY
RECOMMENDED CCEP AS A
GREAT PLACE TO WORK**

**COMMITTED TO BUILDING
OUR NEW CULTURE &
WAYS OF WORKING**

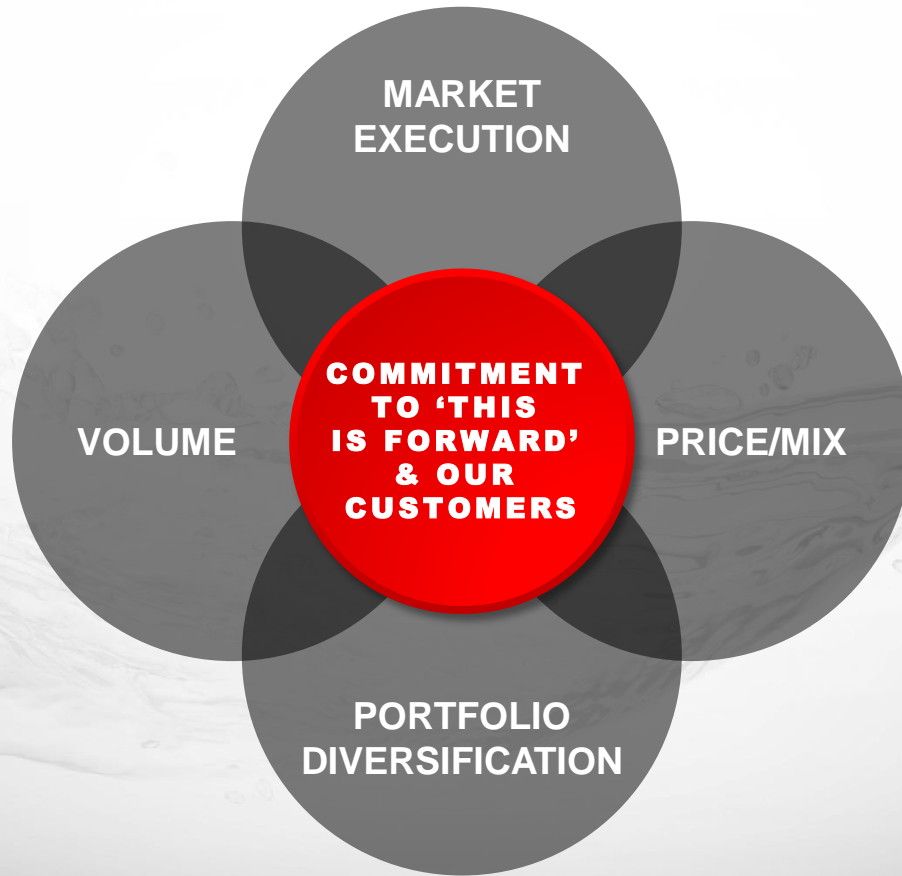
STARTS WITH OUR 5 VALUES

**NEW STRATEGICALLY ALIGNED INCENTIVES
IN PLACE**

**‘ACCELERATE PERFORMANCE’ PROGRAMME
LAUNCHED 2017**

- Rolled out to 3,000 leaders, further modules underway

FUTURE BACK GROWTH LEVERS



**ENABLED BY
INVESTING IN
CAPABILITIES**

**WINNING
TODAY
TO WIN
TOMORROW**

UNDERPINNED BY MORE ALIGNMENT THAN EVER BEFORE WITH **THE COCA-COLA COMPANY**

Coca-Cola
EUROPEAN PARTNERS

PRODUCT MANUFACTURING

SALES & DISTRIBUTION

CUSTOMER MANAGEMENT

IN-OUTLET EXECUTION &
LOCAL MARKETING

SHARED VISION TO
DRIVE GROWTH, SHARED
MOVE FROM VOLUME
TO VALUE

ALIGNED FINANCIAL INCENTIVES

NEW PROFIT SHARING MODEL
TO DEVELOP NEW BRANDS

CCEP SIGNIFICANTLY
CONTRIBUTING TOWARDS
TCCC'S OPERATING
INCOME ~25%

TCCC HAS 18% OWNERSHIP
IN CCEP WITH BOARD
REPRESENTATION



TRADEMARK OWNERS

CONCENTRATE SUPPLY

BRAND & PORTFOLIO
DEVELOPMENT

CONSUMER MARKETING

IN SUMMARY:

WHY WE BELIEVE WE CAN WIN



We have the scale



We have a realistic, long term view having mapped out a vision for the next 10 years



FUTURE BACK – we are investing now in core best in class capabilities that will support our growth and set us apart to win



We are more aligned than ever before with The Coca-Cola Company



We have the right talent and right operating model

RIGHT OPERATING MODEL


Lean operations


Decisions made closer to the customer & consumer


Incentives aligned with core operating metrics:
revenue, operating profit, free cash flow

Strong best practice sharing

Great talent pool

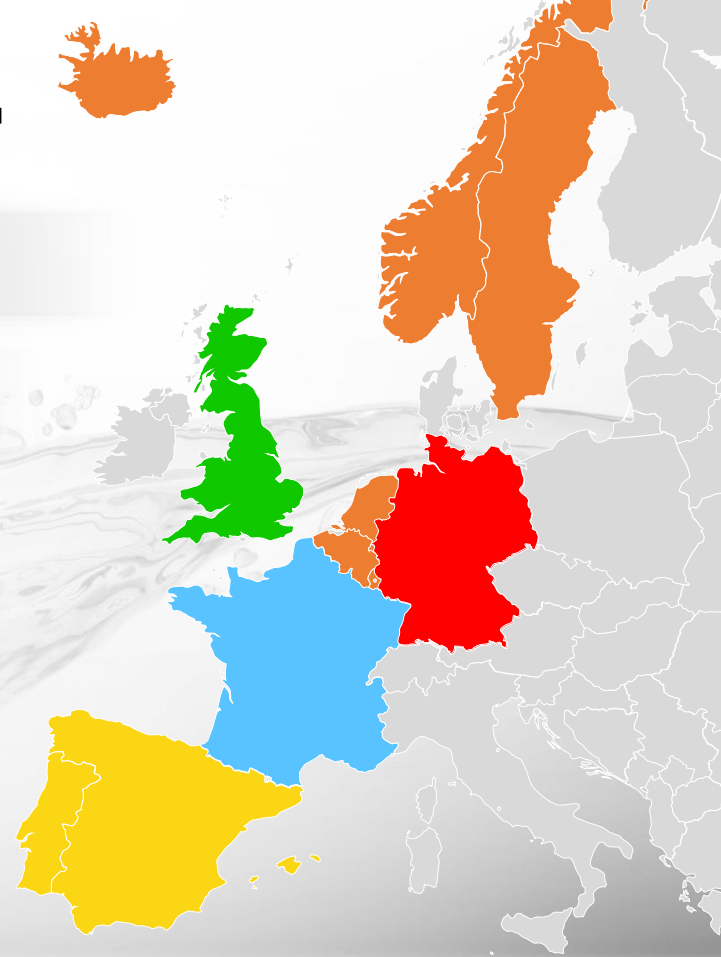
Great Britain 

France 

Iberia 

Germany 

Northern Europe 



CCEP GERMANY

Largest market in Europe

Growing revenue, operating margin & free cash flow

Simplified business e.g. structure & packaging

Winning with winners e.g. discounters

Driving price in the NARTD category



**STILL A
SIGNIFICANT
OPPORTUNITY
FOR CCEP**

INTRODUCTION & LOOK BACK

DAMIAN GAMMELL, CEO

DEEP DIVE: GERMANY

FRANK MOLTHAN, GM GERMANY

EXCITING FUTURE

STEPHEN LUSK, VP COMMERCIAL DEVELOPMENT

DRIVING SHAREHOLDER VALUE

NIK JHANGIANI, CFO

WINNING TODAY TO WIN TOMORROW

DAMIAN GAMMELL, CEO

KEY TAKEAWAYS

DAMIAN GAMMELL, CEO
NIK JHANGIANI, CFO



GERMANY

AT A GLANCE

CCEP

82m Population:
High Density (230/sqm)

€2.2bn
REVENUE
(20% of CCEP)

~325k
OUTLETS
(25k Home; 300k AFH)

41m Households:
76% of which are 1-2 persons

16
PLANTS

250k
COOLERS

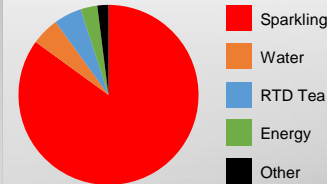
Largest European
economy: GDP +2.0%¹

7,500
EMPLOYEES

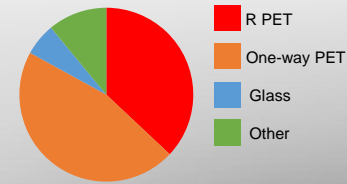
Purchasing power shifting from
rural to urban

Highest retail density
in Europe

PORTFOLIO MIX



PACK MIX



M INHABITANTS

1.8

Hamburg

3.5

Berlin

1.1

Cologne

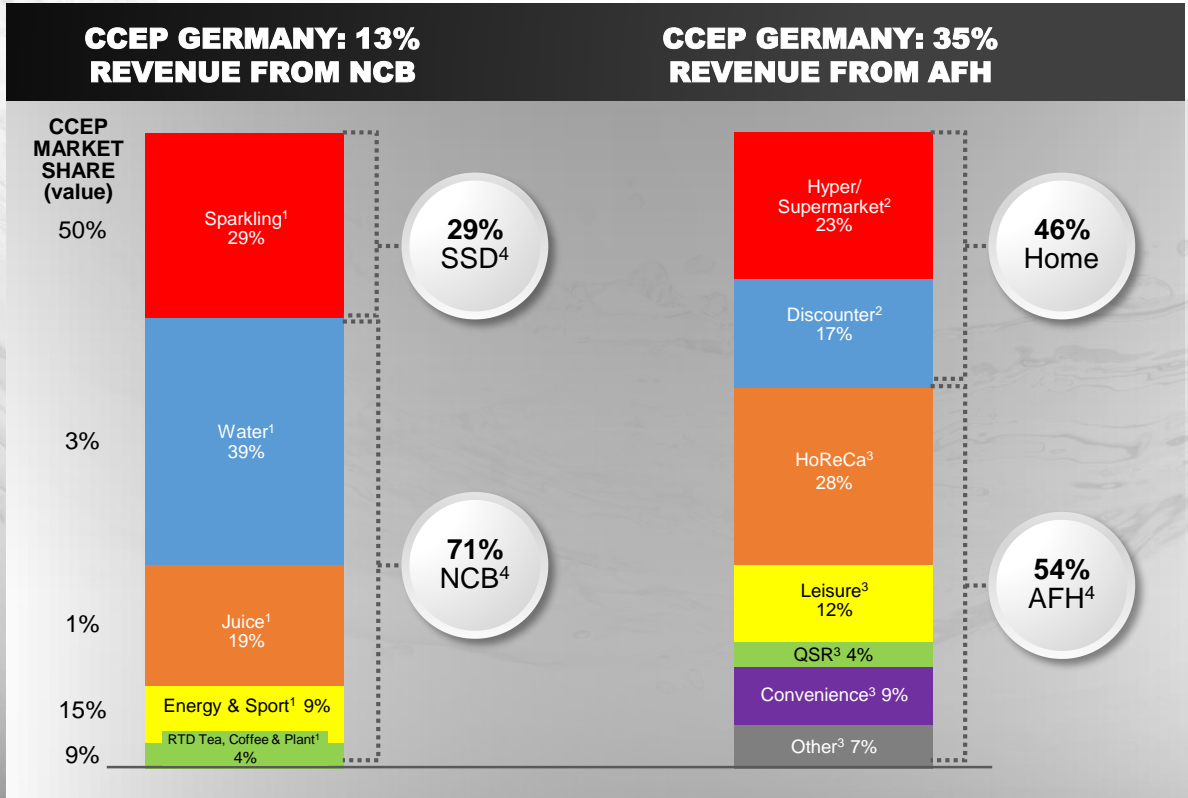
0.7

Frankfurt

1.5

Munich

GERMANY NARTD MARKET: €36BN VALUE¹



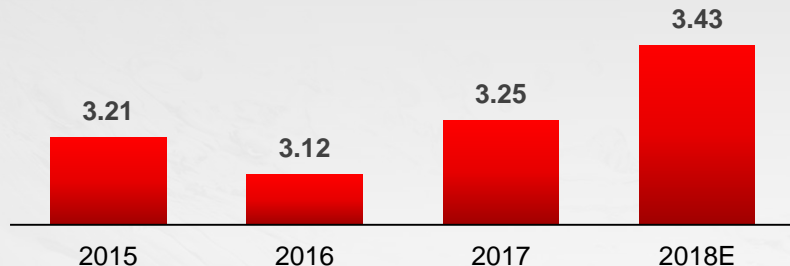
OPPORTUNITY TO GAIN SHARE IN NCBS & AFH

1 Combination of Global Data FY2017 for AfH Channels, Nielsen FY2017 data for Home Channels
 2 Nielsen FY 2017
 3 Global Data FY 2017; HoReCa is Hotel/Restaurant/Café; QSR is Quick Serve Restaurants; Convenience includes Convenience Stores and Food To Go; Other includes Petrol and At Work/Institutional; Global Data excludes Disco/Bar/Night Club and Travel/Transportation

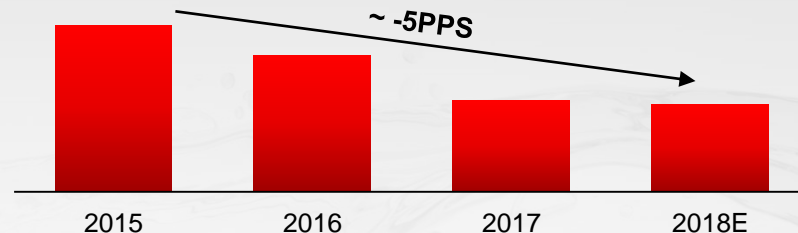
4 SSD is Sparkling Soft Drinks; NCB is Non Carbonated Beverages; AFH is Away From Home

GERMANY ON A **SOLID** PROFIT & FREE CASH FLOW TRAJECTORY

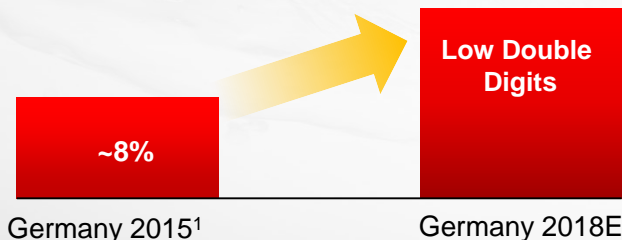
NSR/UC €



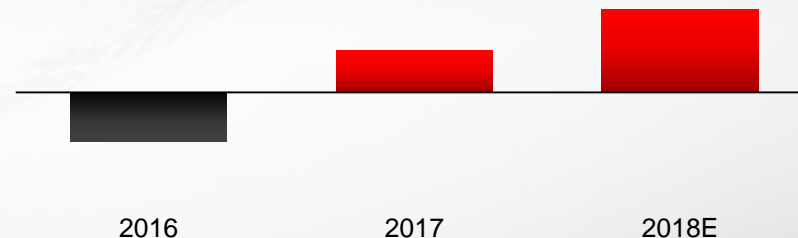
COMPARABLE OPERATING EXPENSES AS % OF REVENUE



COMPARABLE OPERATING PROFIT MARGIN



FREE CASHFLOW² €M



REFLECTING **FOUR** KEY AREAS

1 Strong Focus on Profitable Growth

2 Resetting the Cost & Working Capital Base

3 Growing Revenue through an Aligned & Diversified Portfolio

4 Expanding AFH Footprint

1 STRONG FOCUS ON PROFITABLE GROWTH



Delisting unprofitable SKUs
e.g. low value Bonaqa water;
700 to 450 SKUs



Home channel
e.g. scaling back on large multipack promotions
(e.g. 12+2 free)



Leading with discounters
e.g. new in Aldi 6x 0.33L

#1 FMCG
Company Value
Creator
+6.1%¹

FOCUS ON DRIVING POSITIVE MIX OF VALUE ACCRETIVE PACKAGES

COKETM

accounts for 70% of NSR growth but flat volume

HOUSEHOLD PENETRATION

2m recruited over past 5 years

SMALL PACKS

40% of NSR growth



6x1,25L PET
Discounter Pack

Large
PET



1L R PET

0,5L
PET



33cl
Can



25cl
Can



330ml RGB



200ml RGB



150ml
Mini Can

Retail sales value per litre¹ (€)

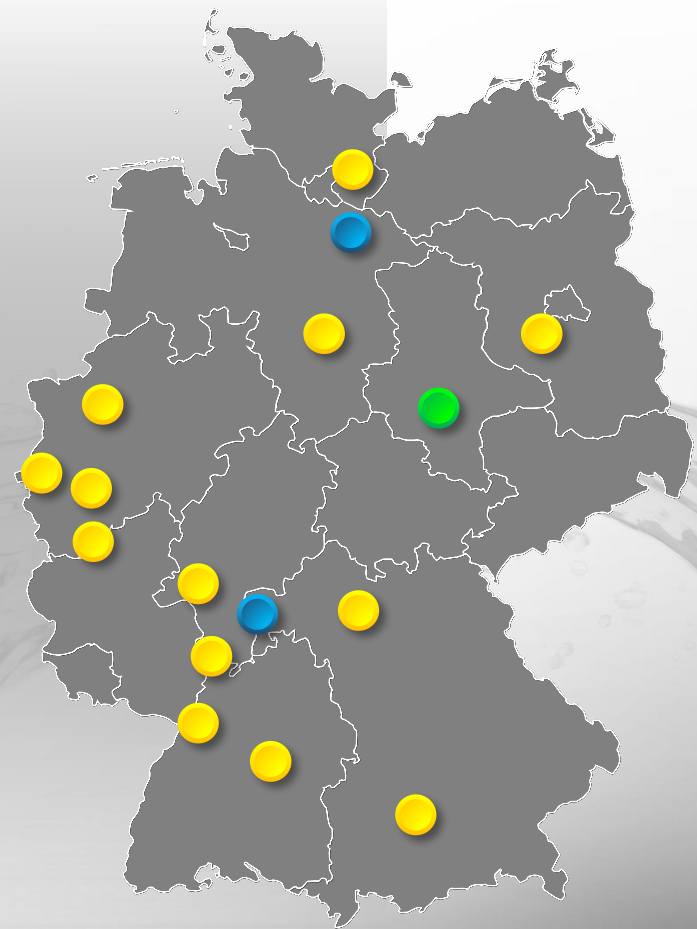
2

RESETTING THE COST & WORKING CAPITAL BASE

30 TO 16 PLANTS

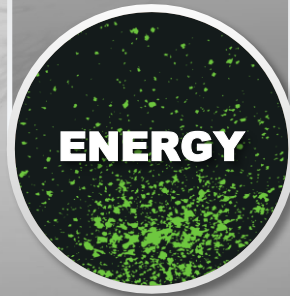
14K TO 7.5K EMPLOYEES

SOLID WORKING CAPITAL BENEFITS



3

GROWING REVENUE THROUGH AN ALIGNED & DIVERSIFIED PORTFOLIO



4 EXPANDING AFH FOOTPRINT



UNRIVALLED SALES FORCE (700) & COVERAGE



PREMIUM GLASS UP 7% in 2018

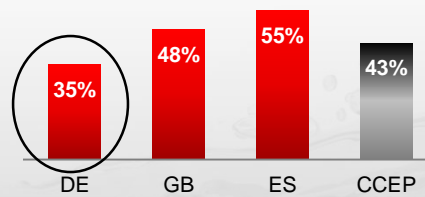


CHANNEL SPECIFIC PACKS - 0.2L RGB (EXCLUSIVELY) & 0.33L RGB SSD FOR HORECA

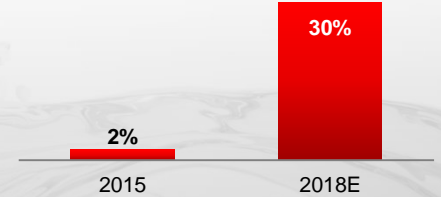


FULLY DIGITALLY ENABLED SALES FORCE

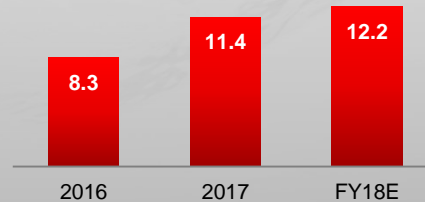
LOW AFH SALES AS % OF TOTAL



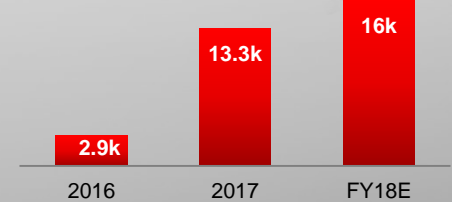
AFH MONTHLY COVERAGE %



FIELD SALES VISITS PER DAY



NET COOLER INSTALLS



ALONGSIDE BUILDING A SUSTAINABLE GROWTH CULTURE



Sustainability



Diversity



Collaboration



World Class Key
Account Management

AND WE HAVE A LOT MORE TO GO FOR

Big top line opportunity
(especially in AFH)

Strong consumer driven portfolio &
package diversification pipeline

More to do on the cost base

ADDS UP TO
ATTRACTIVE
SUSTAINABLE
MARGIN STORY



On a solid trajectory with

2018 OPERATING
MARGIN

expected to be significantly higher

THAN
IN **2015**

8%

INTRODUCTION & LOOK BACK

DAMIAN GAMMELL, CEO

DEEP DIVE: GERMANY

FRANK MOLTHAN, GM GERMANY

EXCITING FUTURE

STEPHEN LUSK, VP COMMERCIAL DEVELOPMENT

DRIVING SHAREHOLDER VALUE

NIK JHANGIANI, CFO

WINNING TODAY TO WIN TOMORROW

DAMIAN GAMMELL, CEO

KEY TAKEAWAYS

DAMIAN GAMMELL, CEO

NIK JHANGIANI, CFO



WE ARE GUIDED BY **FIVE** STRATEGIC IMPERATIVES

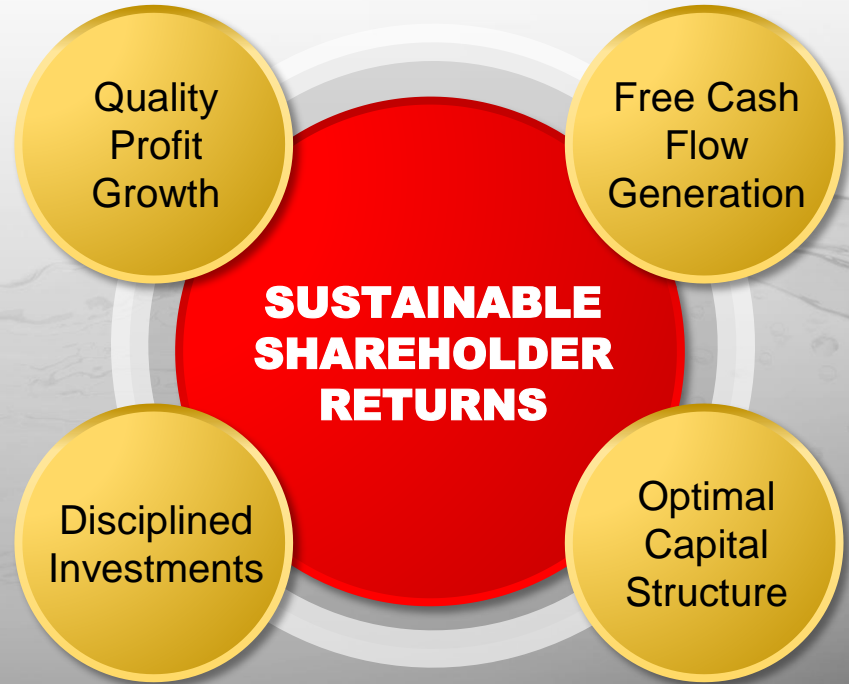
Coca-Cola

EUROPEAN PARTNERS



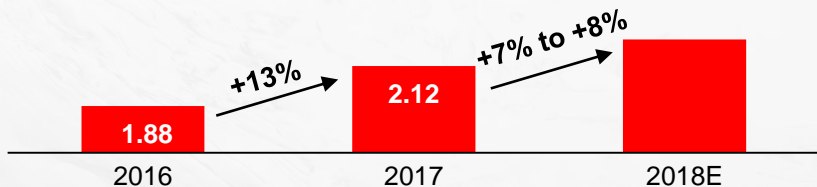
TO DRIVE **SUSTAINABLE** SHAREHOLDER RETURNS

Coca-Cola
EUROPEAN PARTNERS

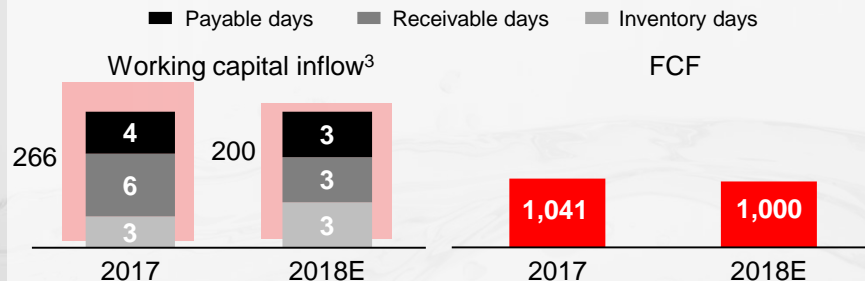


DELIVERING A **SOLID** FINANCIAL PERFORMANCE SINCE MERGER

COMPARABLE EARNINGS PER SHARE¹

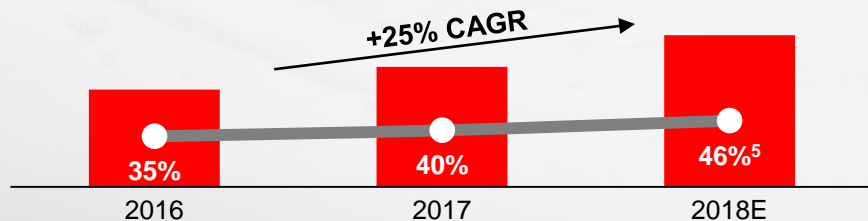


WORKING CAPITAL & FREE CASH FLOW² €M

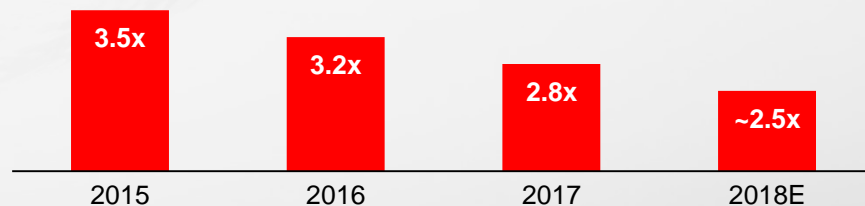


ANNUAL ORDINARY DIVIDEND

■ Payout Percentage⁴ ■ Annual Payout



DELIVERED WITHIN TARGET RANGE OF 2.5X TO 3.0X NET DEBT TO ADJUSTED EBITDA⁶



¹ Diluted EPS is comparable (non-GAAP financial measure, refer to slide 2); 2018E Diluted EPS growth is comparable and fx-neutral (non-GAAP financial measure, refer to slide 2)
² Free cash flow is defined as net cash flows from operations, less capital expenditures and interest paid, plus proceeds from capital disposals (non GAAP measure – refer to slide 2)
³ Working Capital (a non-GAAP performance measure, refer to slide 2) is defined as net cash inflows from changes in trade and other receivables, inventories and trade and other payables.

⁴ Payout percentage defined as dividend per share divided by comparable diluted earnings per share (non GAAP performance measure, refer to slide 2).
⁵ 2018E dividend payout ratio reflects intent to move to ~50% dividend payout ratio for Q4
⁶ 2018E includes up to €500m share buyback; Net Debt to Adjusted EBITDA is a non-GAAP performance measure, see slide 2. 2015 and 2016 calculated assuming the merger occurred at the beginning of each year presented. 2015 refers to CCEP Overview investor presentation, 25 May 2016. Numbers are rounded.

GOING FORWARD: CONVERTING OPPORTUNITY TO **TOP LINE GROWTH**

10
YEARS

NARTD is big, well positioned and set to grow at 2-3% CAGR over the next 10 years



We have the scale



We have re-set our base alongside building for the future



We believe we can generate sustainable

**LOW
SINGLE
DIGIT
REVENUE
GROWTH**

CCEP markets
+€30bn
by 2028¹

(Cumulative NARTD incremental revenue opportunity)

OUR ALGORITHM FOR **LOW SINGLE DIGIT** REVENUE GROWTH

All driving higher
transactions vs volume

Near term focus on price & mix
Expect more normalised
balance from 2020

COMING FROM:

AFH to outpace Home
Growth in smaller &
premium packs
More efficient
promotional activity

LOW SINGLE DIGIT REVENUE GROWTH

Price/Mix

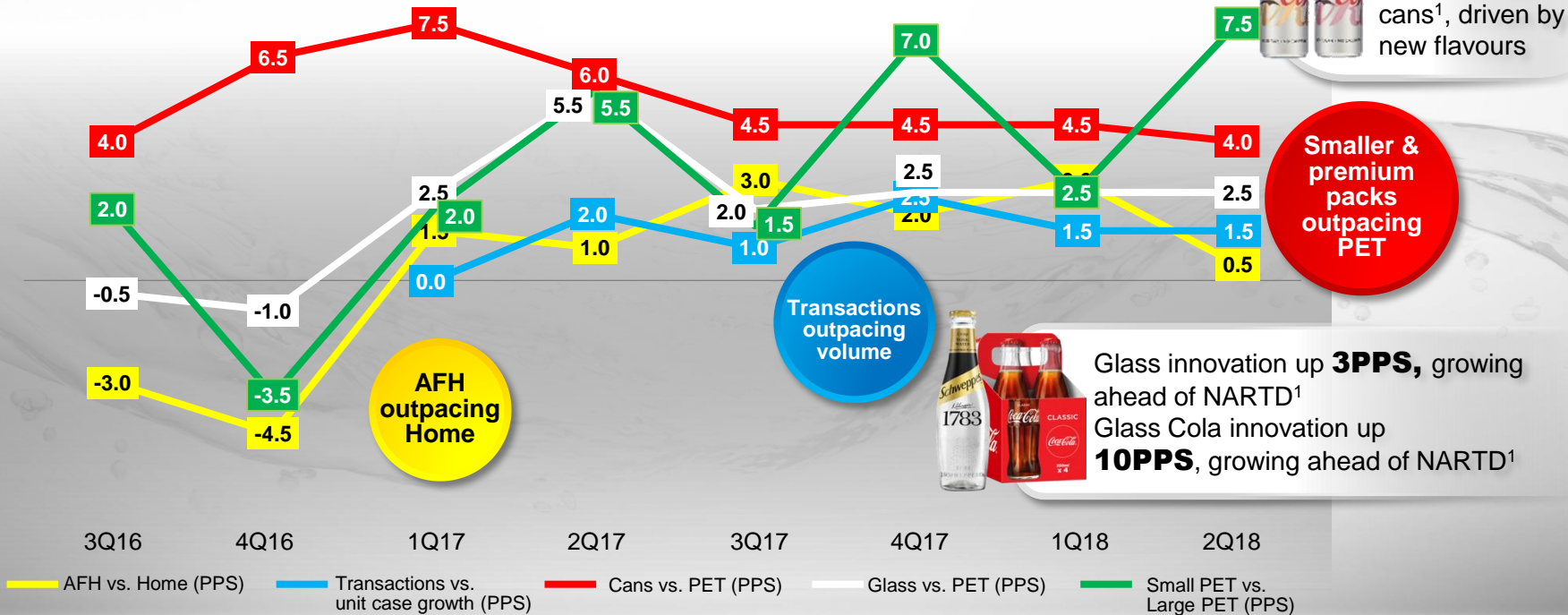
Volume

COMING FROM:

NCB
diversification
Broad
innovation
portfolio

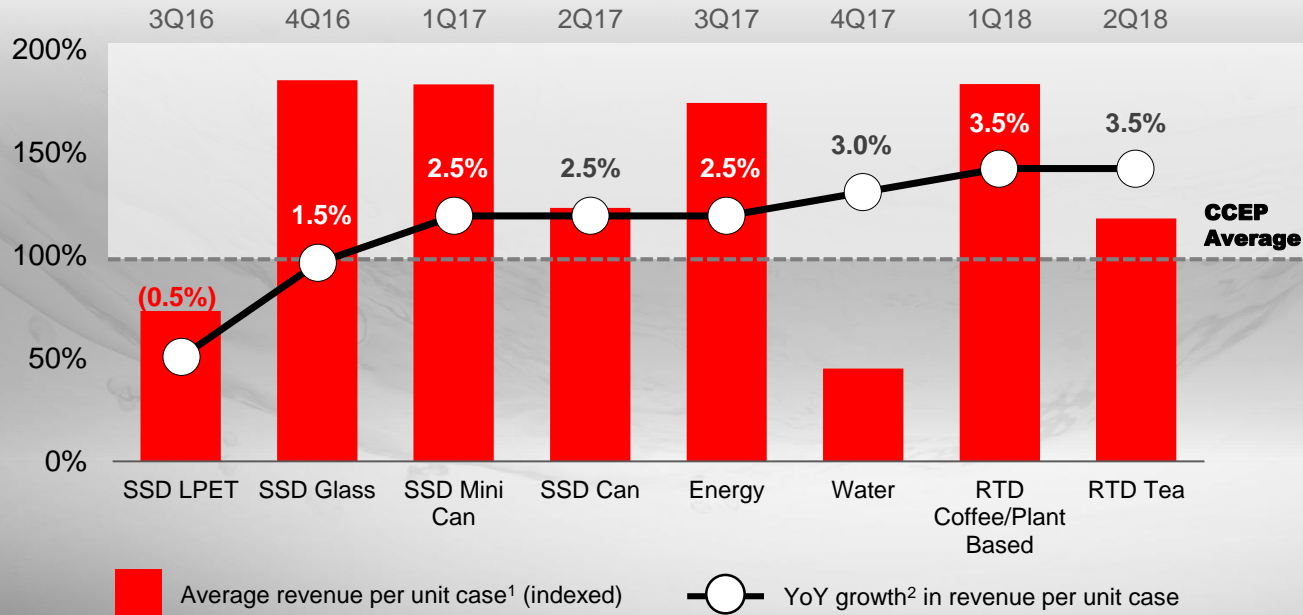
WITH EARLY **PROOF POINTS** STARTING TO COME THROUGH

PERCENTAGE POINT VOLUME OUTPERFORMANCE



DRIVING CONSISTENT REVENUE PER CASE GROWTH

AVERAGE REVENUE PER UNIT CASE



OUR GROWTH IS FOCUSED ON HIGHER NET SALES REVENUE PER CASE CATEGORIES

Smaller & premium packs

Higher value growth segments e.g. RTD tea, RTD coffee

FUTURE BACK
2018

LPET = Large PET; RTD = Ready-to-Drink

1 CCEP average revenue per unit case by product type as a percentage of CCEP average revenue per unit case, YTD June 2018

2 CCEP revenue per unit case growth, on a comparable and fx neutral basis (non GAAP measure – refer to slide 2)

ALONGSIDE **PLENTY TO GO FOR** DOWN THE P&L

MERGER SYNERGIES
ESTIMATED TO BE AT
100% RUN RATE
BY END OF FY18

MORE PRODUCTIVITY
EFFICIENCIES TO GO FOR:

CASH COST TO DELIVER
INCLUDED IN FCF GUIDANCE
& SUPPORTED BY FURTHER
WORKING CAPITAL BENEFITS



EXAMPLE 1
Further supply chain rationalisation



EXAMPLE 2
Business Capability Programme



EXAMPLE 3
Next generation shared service centre efficiencies
e.g. further automation, machine learning, robotics,
predictive analytics

Quality
Profit
Growth

DRIVING SUSTAINABLE **MID SINGLE** **DIGIT** OPERATING PROFIT GROWTH

Comparable operating
profit margin

+120bps
(2016-2018E)

2018E: +30bps

2017: +90bps

Low single digit
revenue growth
leverage
1/3 volume
2/3 price/mix

Ongoing focus
on cost control
& productivity
efficiencies

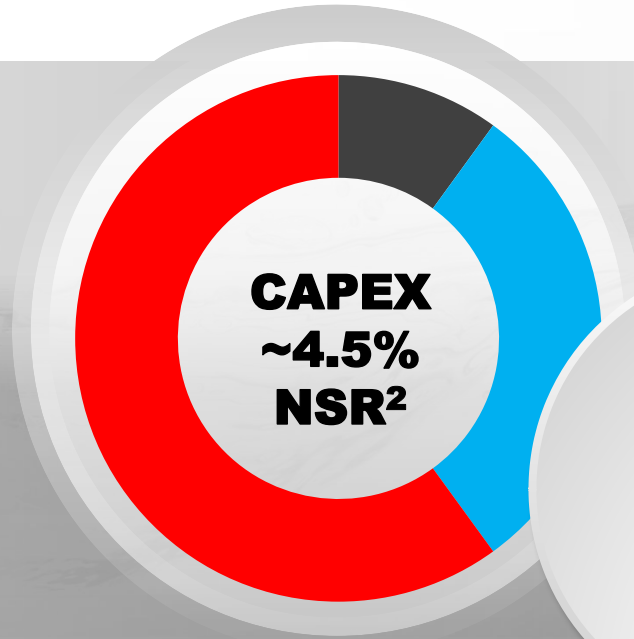
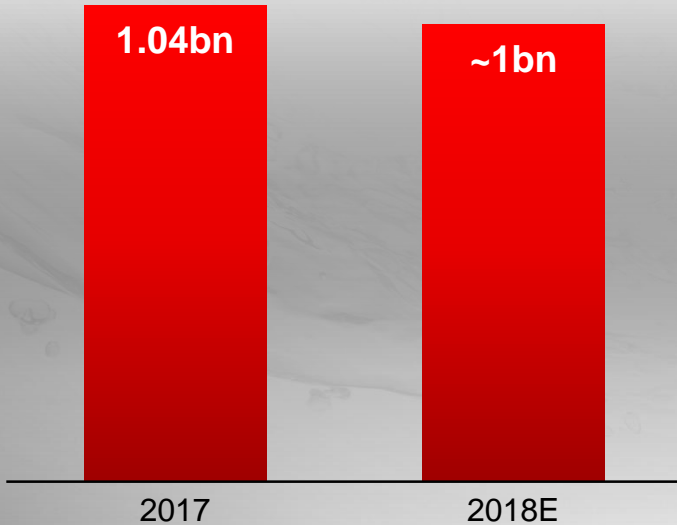
Comparable
operating
profit margin
+20bps pa
implying
mid-single
digit
operating
profit CAGR

**Growth mix
across CCEP
territories**

Free Cash
Flow
Generation

RESULTING IN **SOLID** ANNUAL FREE CASH FLOW GENERATION

FREE CASH FLOW¹ €



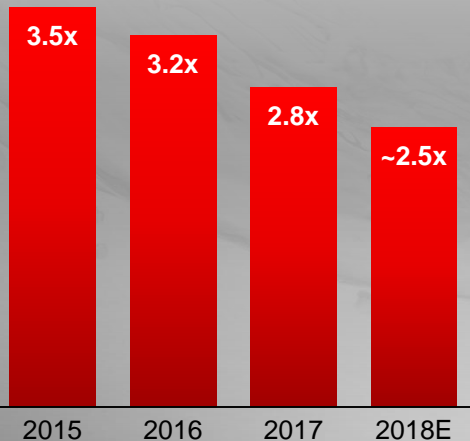
Expect free cash flow generation of at least **c.€1bn pa**

■ IT & other ■ Coolers ■ Supply chain

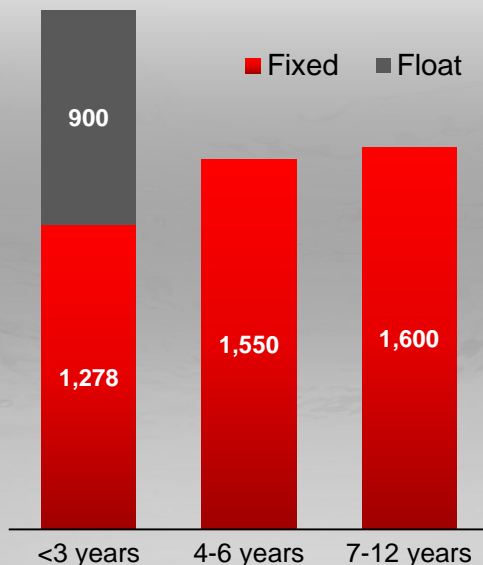
Optimal
Capital
Structure

MAINTAIN **OPTIMAL** CAPITAL STRUCTURE

NET DEBT TO ADJUSTED EBITDA¹



DEBT MATURITY PROFILE² €M



MAINTAIN STRONG &
FLEXIBLE BALANCE SHEET

OPERATE WITHIN 2.5X TO
3.0X NET DEBT TO
ADJUSTED EBITDA
LEVERAGE RATIO

MAINTAIN INVESTMENT
GRADE DEBT RATING

PERIODICALLY
RE-EVALUATE
OPTIMAL STRUCTURE

FUTURE BACK
2018

¹ Net Debt to Adjusted EBITDA is a non-GAAP performance measure, see slide 2. 2015 and 2016 calculated assuming the merger occurred at the beginning of each year presented. 2015 refers to CCEP Overview investor presentation, 25 May 2016; 2018E includes up to €500m share buyback; Numbers are rounded.
² Based on expected borrowings outstanding at the end of 2018, excluding commercial paper borrowings and finance lease obligations

Disciplined
Investments

PURSUING **DISCIPLINED** RETURNS ENHANCING INVESTMENTS

CORE BUSINESS & PRODUCTIVITY

INVEST IN CORE BUSINESS CAPABILITY TO
SUPPORT TOP LINE GROWTH &
PRODUCTIVITY

M&A

OPPORTUNISTICALLY
INVEST IN VALUE
ACCRETIVE M&A

Geographic
expansion to scale
CCEP bottling
operations

Complementary
adjacencies
& partnerships

Portfolio expansion
in partnership with TCCC

**ROIC UP 180BPS SINCE MERGER (2016-2018E)
TARGETING FURTHER IMPROVEMENT IN ROIC OF c.40BPS PER ANNUM**

FUTURE BACK
2018

ROIC = comparable operating profit after tax, divided by the average of opening and closing invested capital for the year. Invested capital is calculated as the addition of borrowings and equity less cash and cash equivalents
TCCC = The Coca-Cola Company

DRIVING **SUSTAINABLE** SHAREHOLDER RETURNS



ANNUAL DIVIDEND
CAGR OF 26%
(2016-2018E)

ANNOUNCING INTENT
TO INCREASE Q4
2018 DIVIDEND
PAYOUT TO 50%²

ANNOUNCING
SHARE BUYBACK³
OF €1.5BN: UP TO
€500M IN 2018

SUMMARY MID TERM ANNUAL OBJECTIVES

REVENUE GROWTH	LOW SINGLE DIGIT
COMPARABLE OPERATING PROFIT MARGIN	c. +20BPS PA
FREE CASH FLOW	AT LEAST €1BN PA
NET DEBT / ADJUSTED EBITDA:	2.5X – 3.0X
ROIC	c. +40BPS PA
DILUTED EPS GROWTH	MID SINGLE DIGIT
CAPEX	c. 4.5% NSR
DIVIDEND	~50% PAYOUT RATIO
SHARE BUYBACK	€1.5BN, UP TO €500M 2018

FUTURE BACK
2018

Objectives for revenue, operating profit, and diluted EPS are comparable and fx-neutral (non-GAAP performance measures, refer to slide 2); EPS growth excludes any share buyback; Net Debt to Adjusted EBITDA and Free Cash Flow are non-GAAP performance measures, refer to slide 2; ROIC = comparable operating profit after tax, divided by the average of opening and closing invested capital for the year. Invested capital is calculated as the addition of borrowings and equity less cash and cash equivalents; dividend payout ratio defined as dividend per share divided by comparable diluted earnings per share (non-GAAP performance measure, refer to slide 2); dividend payout ratio subject to Board approval; share buyback subject to further shareholder approval at the 2019 AGM; 2018 share buyback subject to trading volumes; share buyback currently preferred approach

ALONGSIDE UPDATING **2018 OUTLOOK** GUIDANCE

PREVIOUS	CURRENT
LOW SINGLE DIGIT REVENUE GROWTH	c.2% to 2.5% REVENUE GROWTH
EXIT FY18 WITH AT LEAST 80% REALISED SYNERGIES AND A RUN RATE OF 100%	EXIT FY18 WITH AT LEAST 80% REALISED SYNERGIES & A RUN RATE OF 100%
WEIGHTED AVERAGE COST OF DEBT OF c.2%	WEIGHTED AVERAGE COST OF DEBT OF c.2%
COMPARABLE EFFECTIVE TAX RATE OF c.25%	COMPARABLE EFFECTIVE TAX RATE OF c.25%
OPERATING PROFIT AND DILUTED FX NEUTRAL EPS GROWTH OF 6% TO 7%	OPERATING PROFIT GROWTH AT TOP END OF 6% TO 7% RANGE & DILUTED EPS GROWTH TO BE IN THE RANGE OF 7% TO 8%
ANNUALISED ORDINARY DIVIDEND PAYOUT RATIO OF 45%	INTENT TO INCREASE Q4 2018 ORDINARY DIVIDEND PAYOUT RATIO TO ~50%
	ROIC IMPROVEMENT OF c.80BPS
CAPEX OF €525M TO €575M , INCLUDING €75M RELATED TO MERGER	CAPEX AT TOP END OF €525M TO €575M RANGE, INCLUDING €75M RELATED TO MERGER
FREE CASH FLOW OF €900M TO €950M SUPPORTED BY WORKING CAPITAL BENEFITS OF AT LEAST €150M	FREE CASH FLOW OF c.€1BN SUPPORTED BY WORKING CAPITAL BENEFITS OF c.€200M
END FY18 AT LOW-END OF 2.5x -3.0x LEVERAGE TARGET	END FY18 AT LOW-END OF 2.5x -3.0x LEVERAGE TARGET
	SHARE BUYBACK OF UP TO €500M

FUTURE BACK
2018

2018 outlook for revenue, operating profit, and diluted EPS is comparable and fx-neutral (non-GAAP performance measures, refer to slide 2); 2018 revenue guidance excludes the impact of incremental soft drinks industry taxes; Effective tax rate (a non-GAAP performance measure, refer to slide 2) is defined as Comparable taxes divided by Comparable Profit After Taxes; 2018 diluted EPS guidance excludes the impact of share buybacks; dividend payout ratio subject to Board approval; ROIC = comparable operating profit after tax, divided by the average of opening and closing invested capital for the year. Invested capital is calculated as the addition of borrowings and equity less cash and cash equivalents; leverage target = net debt to adjusted EBITDA and includes the impact of share buybacks; Net Debt to Adjusted EBITDA and Free Cash Flow are non-GAAP performance measures, refer to slide 2; FY18 buyback subject to trading volumes; share buyback currently preferred approach.

SUMMARY

10
YEARS

NARTD is big, well positioned and set to grow by €30bn over the next 10 years

Coca-Cola
EUROPEAN PARTNERS

We are well positioned to take advantage of the growth opportunity

Annual targets

We are setting mid-term annual growth objectives



Alongside remaining focused on driving longer-term sustainable shareholder returns

**SUSTAINABLE
SHAREHOLDER
RETURNS**

Quality
Profit
Growth

Free Cash
Flow
Generation

Disciplined
Investments

Optimal
Capital
Structure

INTRODUCTION & LOOK BACK

DAMIAN GAMMELL, CEO

DEEP DIVE: GERMANY

FRANK MOLTHAN, GM GERMANY

EXCITING FUTURE

STEPHEN LUSK, VP COMMERCIAL DEVELOPMENT

DRIVING SHAREHOLDER VALUE

NIK JHANGIANI, CFO

WINNING TODAY TO WIN TOMORROW

DAMIAN GAMMELL, CEO

KEY TAKEAWAYS

DAMIAN GAMMELL, CEO

NIK JHANGIANI, CFO



SUMMARY:

3 KEY DEBATES



YOU SEE A BRIGHT, SUSTAINABLE FUTURE FOR NARTD:

Can CCEP really participate in the growth opportunity?



YOU SEE MORE OF THE GROWTH OUTSIDE OF SSD:

So how do you profitably grow post the merger synergies?



YOU FACE STRUCTURAL HEADWINDS – SUGAR, PLASTIC, CONSOLIDATION...

How are you diversifying these risks?

1 REMARKS

SOL DAURELLA, CHAIRMAN

2 Q&A

3 CLOSING REMARKS

DAMIAN GAMMELL, CEO



1 REMARKS

SOL DAURELLA, CHAIRMAN

2 Q&A

3 CLOSING REMARKS

DAMIAN GAMMELL, CEO



WHAT IS YOUR **PERSPECTIVE**
OVER THE LAST 2 YEARS?

WHAT ARE YOUR THOUGHTS ON
CULTURE & DIVERSITY?

HOW DO YOU SEE THE
RELATIONSHIP WITH **TCCC?**

1 REMARKS

SOL DAURELLA, CHAIRMAN

2 Q&A

3 CLOSING REMARKS

DAMIAN GAMMELL, CEO



PANEL Q&A

**SOL
DAURELLA**
CHAIRMAN

**DAMIAN
GAMMELL**
CHIEF EXECUTIVE
OFFICER

**NIK
JHANGIANI**
CHIEF FINANCIAL
OFFICER

**TIM
BRETT**
PRESIDENT,
WESTERN EUROPE
THE COCA-COLA
COMPANY

**RON
LEWIS**
SENIOR VP
SUPPLY CHAIN

**STEPHEN
LUSK**
VP COMMERCIAL
DEVELOPMENT

**FRANK
MOLTHAN**
GM GERMANY

**VICTOR
RUFART**
CHIEF STRATEGY
OFFICER

**LAUREN
SAYESKI**
CHIEF PUBLIC AFFAIRS
& COMMUNICATIONS
OFFICER

1 REMARKS

SOL DAURELLA, CHAIRMAN

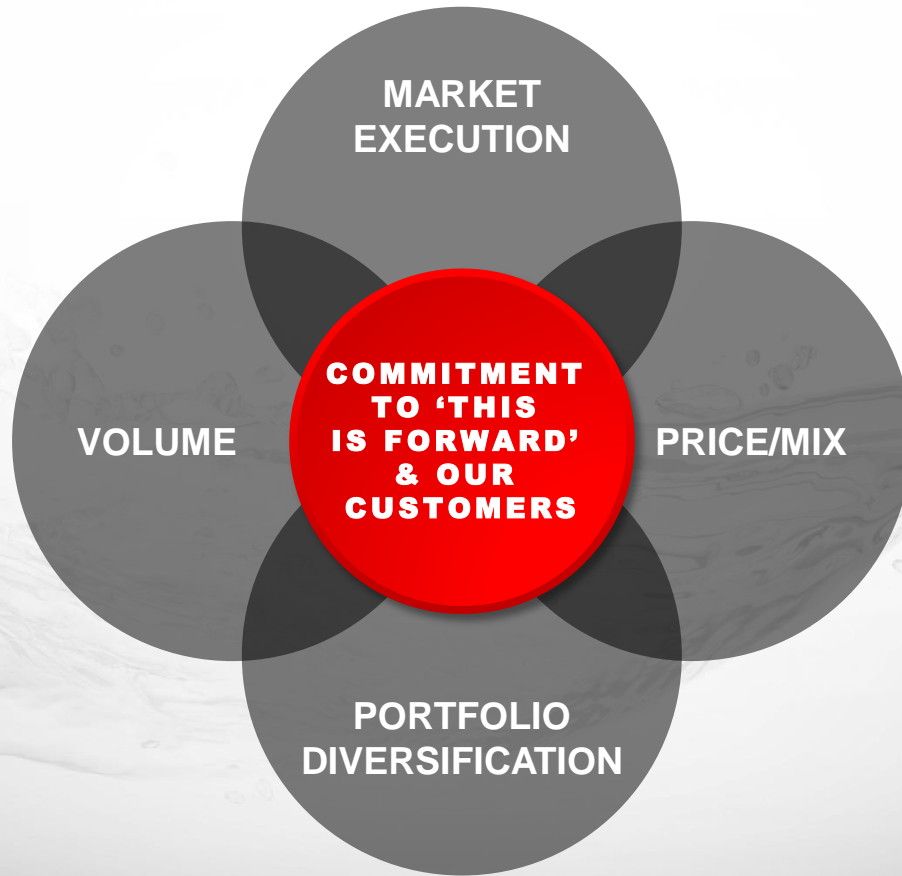
2 Q&A

3 CLOSING REMARKS

DAMIAN GAMMELL, CEO



FUTURE BACK GROWTH LEVERS



ENABLED BY
**INVESTING IN
CAPABILITIES**

**WINNING
TODAY
TO WIN
TOMORROW**

WHY WE BELIEVE WE CAN WIN



We have the scale



We have a realistic, long term view having mapped out a vision for the next 10 years



FUTURE BACK – we are investing now in core best in class capabilities that will support our growth and set us apart to win



We are more aligned than ever before with TCCC



Driving sustainable shareholder returns remains a key priority

COCA-COLA EUROPEAN PARTNERS

FUTURE BACK

2

WINNING
TODAY

TO WIN
TOMORROW

1

8

BUSINESS ANALYTICS

Actionable foresight to win in the marketplace

Laia Collazos, GB Chief Information Officer



ANALYTICS FOR GROWTH

CONTEXT

NEW RETAIL TRENDS

CONNECTED CONSUMER

**CATEGORY & SEGMENT
OPPORTUNITY**

**WINNING TODAY TO
WIN TOMORROW**

**RIGHT PRODUCT,
RIGHT OUTLET**

**OMNICHANNEL
SHOPPER INSIGHTS**

**SOPHISTICATED
RGM APPROACH**

WHERE WE **WIN** WITH ANALYTICS



Field Sales Effectiveness



Trade Promotion Optimisation



Price, Profit & Cash



Assortment Optimisation



Marketing Return On Investment (ROI)

CUSTOMER

**SUPPLY
CHAIN**

ANALYTICS

BRAND

**WORK
PLACE**



Demand Sensing



Inventory Optimisation



Smart Maintenance



Spend Analytics



Product Lifecycle Management Analytics



Human Capital Analytics

DEMO: SEGMENTATION

1

ROUTE TO MARKET OPTIMISATION

2

ADVANCED PORTFOLIO MANAGEMENT

3

OUTLET PROMOTIONS AND ACTIVATIONS

4

COLD DRINKS EQUIPMENT OPPORTUNITY

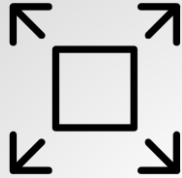
5

PRECISION MARKETING

ANALYTICS IS ENABLED BY **PEOPLE**



**ACTIONABLE
FORESIGHT**



**A SUSTAINABLE
CAPABILITY**



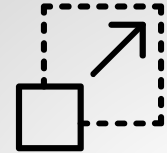
**HARNESSES
INNOVATION**



**ANALYTICS
EMBEDDED IN THE
BUSINESS**



**JOINT VALUE
CREATION WITH
OUR CUSTOMERS**



**THINK BIG,
START SMALL,
SCALE FAST**

DIGITAL PLATFORMS TO INSPIRE OUR CUSTOMERS & EMPLOYEES

Stephen Moorhouse, GM NEBU

David Martin, Digital Sales & Marketing Director



ACCELERATING REVENUE GROWTH THROUGH TECHNOLOGY, NEW BUSINESS MODELS AND NEW CHANNELS



EMPOWER OUR 6,000 STRONG
COMMERCIAL TEAM TO SELL

MAKE IT REALLY EASY FOR
CUSTOMERS TO DO BUSINESS
WITH US

USE CUSTOMER DATA TO UNLOCK
THE DISTRIBUTION OF OUR BRANDS
AND THE SALES OPPORTUNITY

GETTING SHOPPERS TO BUY MORE

WINNING TODAY... TO WIN TOMORROW

**BUILDING AN
EXPERIENCE LED,
DATA DRIVEN
ECOSYSTEM THAT
POWERS GROWTH
ACROSS THE
PORTFOLIO**



WORLD CLASS CUSTOMER ENGAGEMENT PLATFORM



2017
revenue:
€360M
+43%YOY

CUSTOMERS ('000)

22

2017

1,000

2021

2018

Self-serve
Online ordering

2019

Advanced BI
Marketing integration
Loyalty
Equipment mgt
Personalised dashboards
Live chat

2020

Predictive ordering
Hyper personalisation
Customer business tools and marketplace
Customer communities
Real time equipment monitoring

RED ONE DRIVING BRILLIANT IN-STORE EXECUTION



EXPAND DISTRIBUTION & DETECT OPPORTUNITIES

- Sales force colleague as a market developer
- Segmented execution: winning outlet by outlet
- Fill the 'Picture of Success' gaps in every visit
- Reinforce core range, extended range & new product

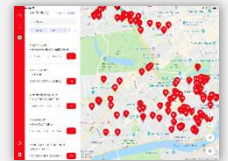
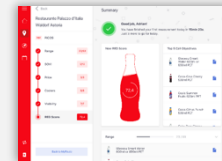
INCREASE PRODUCTIVITY AND OPTIMISE SELL TIME

- Clear & structured visit concept
- Right outlet discussions based on the portfolio
- Routing tool to optimise route planning
- Admin time & measurement reduction

CREATE A COMPELLING WHOLESALE MODEL

- Transfer order generated directly from CCEP filed sales
- Full integration to drive transparency & OTIF
- Data sharing from wholesaler to CCEP

Next generation live
Q4 2018



DATA SHARING & INTEGRATION WITH WHOLESALE PARTNERS

1

INTEGRATION OF WHOLESALER

2

TRANSFER ORDERS AUTOMATED

3

ON TIME, IN FULL & ACCURATE INVOICING

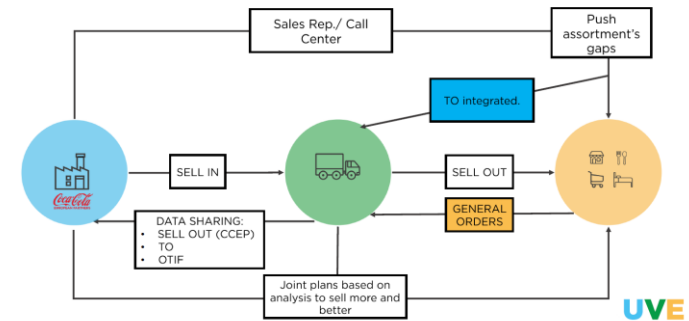
4

PAY FOR RESULTS PROGRAMME

5

EMPOWERING KAMS AND FIELD SALES

FULLY INTEGRATED SOLUTION



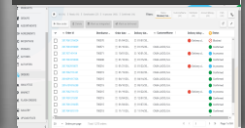
MANAGEMENT DASHBOARD



OUTLET UNIVERSE MANAGEMENT



SERVICE DELIVERY TRACKING



SMART ASSETS TO DRIVE EXECUTION & SUPPORT PORTFOLIO GROWTH



SALES PERFORMANCE

- Door openings & SKU throughput
- Purity and planogram compliance
- Auto replenishment

CONSUMER ENGAGEMENT

- i-beacons & smartphones
- Facial recognition, biometrics
- Brand building

ASSET CONTROL

- Asset scanning, RFID, Bluetooth
- Smartphone, 3G, field team / remote

TECHNICAL DIAGNOSTICS

- Product temperature, compressor power
- Sensor ports

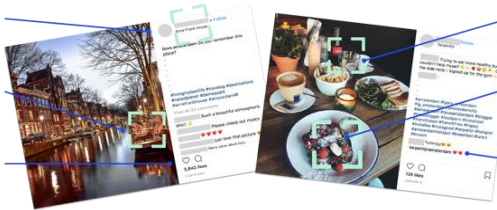
BETTER UNDERSTANDING THE OUTLET UNIVERSE THROUGH USING AI DASHMATE

COMPUTER VISION AND NATURAL LANGUAGES PROCESSING TO UNCOVER NEW INSIGHTS

Location:
Amsterdam
The Netherlands

Objects:
Restaurant boat

Analytics:
35,247 views
2,842 likes
1,293 comments



Brands:
Coca-Cola

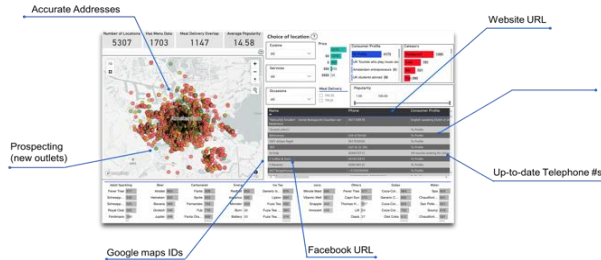
Concepts:
Brunch
Friends
Fresh & Sweet

Text:
#frenchtoast
#brunch
@cocacola
@terpentijnamsterdam

DATA MINING ALL ONLINE SOURCES USING AI



UNDERSTANDING THE TOTAL OUTLET UNIVERSE WITH ACCURATE OUTLET INFORMATION



OUTLET LEVEL INTELLIGENCE INTEGRATED IN TO SALESFORCE



CCEP AND WORLD CLASS KEY ACCOUNT MANAGEMENT

Stephen Lusk, VP Commercial Development



THE LANDSCAPE FOR OUR BIGGEST RETAIL CUSTOMERS IS CHANGING FAST...



WE ARE STEP-CHANGING OUR ENGAGEMENT WITH OUR BIGGEST CUSTOMERS

WINNING TODAY...



DEFINE WHERE TO PLAY

- Category vision
- Segmented Channel strategy
- Clear resource allocation



DRIVE KAM CAPABILITIES

- AGILE ways of working
- Virtual customer teams
- New, dynamic tools



CREATE VALUE

- RGM pricing / assortment
- Joint value creation
- Across Channels and Customers



SCALE PERFECT EXECUTION

- Customised, Win-Win initiatives
- Jointly owned execution
- Unique CCEP scale

HOLISTIC, INTERNATIONAL VIEW

TO WIN TOMORROW



DIFFERENTIATED BUSINESS MODELS

Both products & services



NEW MODELS WITH RETAILERS

Omni-channel, store-in-store



DEMAND SHIFTING CAPABILITIES

Advanced analytics to directly activate shoppers

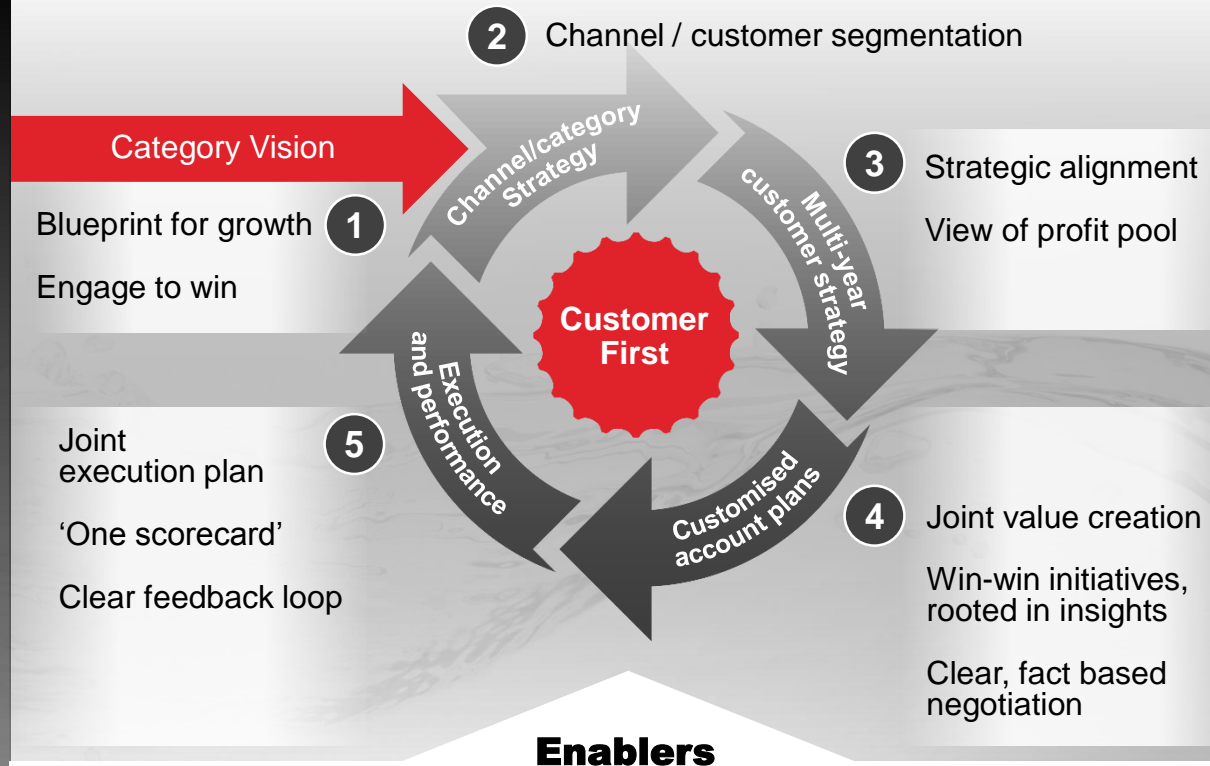


DIRECT-TO-CONSUMER CHANNEL

Try new distribution models

INVEST AHEAD OF CURVE TO WIN IN NEW, DYNAMIC MARKET PLACE

WE ARE BUILDING WORLD CLASS KEY ACCOUNT MANAGEMENT CAPABILITY...



KAM AS MINI GM

AGILE TEAMS

NEW, DYNAMIC TOOLS

SUMMARY

Driving growth with our customers remains a strategic imperative

The landscape is changing fast, significantly impacting the profit pool

We are investing for today and tomorrow in the capabilities required to win

Enabling our customer teams to create value, profit and cash for CCEP and our customers

Powerful insights and Advanced Analytics are at the heart of this

We will exploit these to fuel perfect execution, on and offline

COCA-COLA EUROPEAN PARTNERS

FUTURE BACK

2

WINNING
TODAY

TO WIN
TOMORROW

1

8