

## **COMMITMENTS TO THE CPC NETWORK**

The Coca-Cola Company ("TCCC") and its relevant group companies in the EEA propose the following voluntary commitments, insofar as the EEA territory is concerned, in order to settle the coordinated action of the CPC Network triggered by the external alert submitted by BEUC on 7 November 2023. For the avoidance of doubt, these commitments do not amount to an admission that TCCC has infringed the law.

- a) TCCC's current approach for labels on products bearing TCCC trademarks is to contain the words *"I am a bottle made from 100% recycled plastic"*, with clarification wording in direct proximity but in a different font: *"bottle, not label and cap"*.
- b) This wording will be replaced with one of the following (or a translation) (all in the same font and font size):
  - (1) *"This bottle, excluding label and cap, is made from 100% / 50% recycled plastic"*
  - (2) *"I am a bottle, excluding label and cap, made from 100% / 50% recycled plastic"*In German language labels, TCCC may also use *"Flaschenkörper aus 100% / 50% recyceltem Material"*.
- c) TCCC confirms that PET bottles labelled as *"made from 100% recycled plastic"* do not contain material derived from virgin PET or virgin PET scraps / off-cuts (by-products from bottle production) that have been reused without being subject to a recycling process governed by Commission Regulation (EU) 2022/1616.
- d) TCCC will continue to encourage consumers to dispose of the empty packaging in an appropriate manner so as to allow recycling, by including the call to action "Recycle me" but without the word "again" on the labels.
- e) TCCC will ensure that the overall impression of the label (and the marketing) does not alter the claims, for instance by combining with other claims or symbols that could mislead consumers about environmental benefits of the packaging.
- f) TCCC will implement these label changes after existing labels (or labels that entered the production cycle up to the date of acceptance of these commitments) are exhausted during the next 6 to 18 months (and in any event, within 18 months) of the date of the acceptance of these commitments.
- g) TCCC will ensure that its digital marketing campaigns on owned websites and owned social media channels going forward reflect the content of these commitments and will endeavour to do so within 3 months of the date of the acceptance of these commitments.