

**Coca-Cola HBC  
Romania**

**Coca-Cola Romania**



## OUR FOOTPRINT OF SUSTAINABLE DEEDS

Making responsible choices, with every step we take

**COCA-COLA SYSTEM in Romania**  
Contributor to the local economy for 32 years\*



**2 companies**

Coca-Cola Romania and  
Coca-Cola HBC Romania



**3 plants,**

in Ploiesti, Timișoara  
and Poiana Negrii,  
production and  
innovation hubs,  
exports to 15  
countries



**More than  
80,000**

customers in Romania



**83,3%**

local suppliers

## COCA-COLA VALUE CHAIN SYSTEM



Farmers



Suppliers



Consultancy  
agencies



Coca-Cola  
operations



Distributors



Customers

## ADDED VALUE SUPPORTED IN THE LOCAL ECONOMY

**€ 613  
million**

across the value chain  
(+ 18% vs. 2021) = 0.21% of GDP

**0,58:1**

58 cents of every euro spent  
on Coca-Cola System beverages  
remain in the local economy  
(vs. 59 cents in 2021)

**€ 78  
million**

**direct contribution** through  
wages and taxes paid, by the  
Coca-Cola System in Romania

## INVESTMENTS

**€ 29,5  
million**

investments made by The  
Coca-Cola System in Romania in  
production capacity development,  
local operations, and equipment  
acquisitions, in 2022



## CONTRIBUTION TO THE STATE BUDGET

**€ 257  
million**

across the entire  
value chain

**€ 27  
million**

taxes  
paid directly

**€ 230  
million**

taxes paid  
by suppliers,  
partners,  
and their  
suppliers

## JOBS

**18,200**

jobs supported indirectly  
by the Coca-Cola System activity  
across the value chain

**1,538**

jobs supported directly

Direct employees + jobs supported by the activity of the Coca-Cola  
System in Romania = 0.23% of the total number of employees in Romania

**1:12**

each Coca-Cola System job  
**supports 12 other jobs** in Romania

## DIVERSIFIED PORTFOLIO

A wide range of products suitable for different lifestyles and consumption  
needs: carbonated drinks, waters, iced teas, fruit juices.

**32%** of total volume in Romania (including waters)  
comprises low or zero calorie drinks

**98%** of Coca-Cola's marketing is allocated  
to promoting Zero Sugar products

\*Data according to the Socio-Economic Impact Study for 2022