

Leading beverage companies to help deliver new Victorian container deposit scheme

VicReturn is delighted to have been appointed as Scheme Co-ordinator for the new Victorian container deposit scheme, CDS Vic, announced by the Victorian Government today.

VicReturn is a not-for-profit entity with members comprising Lion, Coca-Cola Europacific Partners and Asahi Beverages, with each having significant experience in managing container deposit schemes across Australia.

As some of Australia's leading beverage companies, we are proud to be involved in container deposit schemes that help create a circular economy for our containers and importantly reduce litter.

Together, we congratulate the Victorian Government and the Minister for the Environment, Ingrid Stitt MP, for their work in bringing a container deposit scheme to Victoria. We look forward to making the Scheme a real success.

As Scheme Co-ordinator, VicReturn will be responsible for managing the marketing of CDS Vic, running its financial operations and ensuring the smooth operation of the Scheme.

VicReturn will work closely with the Victorian Government and the three Network Operators to deliver a world-class container deposit scheme for Victorians that will provide benefits to households and community groups across the state.

We look forward to promoting CDS Vic and helping Victorians understand how they can participate, help keep bottles and cans out of the environment, and start earning refunds.

Paul Klymenko, Chair, VicReturn, said:

"I congratulate the Victorian Government on the introduction of its container deposit scheme. CDS Vic will have real environmental and social benefits and help create a circular economy for beverage containers.

"I also congratulate the three successful Network Operators on their appointments, and look forward to working with them to make CDS Vic a huge success.

"As the co-founder and Chief Sustainability Advisor of Planet Ark, I couldn't be more pleased to be associated with this great Victorian Scheme."

Robert Iervasi, Group CEO, Asahi Beverages, said:

"Asahi Beverages is incredibly proud to be involved in delivering a container deposit scheme for Victorians.

"As the maker of some of Victoria's most beloved beverages such as Victoria Bitter, Carlton Draught, Schweppes, Pepsi Max, Solo and Cool Ridge water, we're pleased that more of our beverage containers will now be recycled and play a part in the circular economy.



“We’re in the process of helping build a PET recycling facility in Altona, with our joint venture partners, Pact, Cleanaway and Coca-Cola Europacific Partners. CDS Vic will play an important part in providing PET bottles for the Altona recycling facility, leading to better environmental outcomes for Victoria.”

Sam Fischer, Group CEO, Lion, said:

“Lion is proud of our longstanding involvement in Australian container deposit schemes, which stretches back more than 40 years.

“As the brewer behind some of Australia’s most loved beverage brands including Victorian-born Furphy, XXXX, Stone & Wood and James Squire we are thrilled to play a role in delivering this important scheme for the community here in Victoria.

“We have ambitious packaging and circular economy targets and look forward to the volume of our beverage containers returned and recycled increasing significantly as the Victorian scheme comes online.”

Peter West, Vice President and General Manager – Australia, Pacific & Indonesia, Coca-Cola Europacific Partners, said:

“At Coca-Cola Europacific Partners, we are determined to be a catalyst in Australia’s circular economy, including in Victoria, a state that’s long been integral to our business.

“The launch of CDS Vic represents a step-change for Victoria’s circular economy. Through our involvement in VicReturn, coupled with our investment in Circular Plastics Australia’s PET recycling plant in Altona with Pact Group, Cleanaway and Asahi Beverages, we are proud to help create a closed loop in Victoria where bottles and cans can be used, collected, recycled and reborn.

“Together with our partners, we look forward to working with the Victorian Government to give people across the state the opportunity to take part in and benefit from Australia’s newest container deposit scheme.”

Media contacts:

reid.sexton@asahi.com.au

jessica.hynes@ccep.com

ABOUT VicReturn

VicReturn Limited is a not-for-profit entity that was formed by Lion Pty Ltd, Coca-Cola Europacific Partners and Asahi Beverages to bid to become the Scheme Co-ordinator of CDS Vic. Along with Board representatives from the three companies, there is an independent chair, with other independent directors to be appointed from the waste and recycling industry and from small and medium-size beverage manufacturers.

Lion, Coca-Cola Europacific Partners and Asahi Beverages have extensive experience in managing container deposit schemes across Australia, with one or more of the companies involved in every Australian jurisdiction with a container deposit scheme.



ABOUT ASAHI BEVERAGES

Asahi Beverages operates across Australia and New Zealand with three Business Divisions: Asahi Lifestyle Beverages (non-alcohol in Australia), Carlton & United Breweries (alcohol in Australia) and Asahi Beverages NZ (alcohol and non-alcohol in NZ). We have manufacturing plants in all Australian states and make and distribute some of Australia's most loved drinks.

In Australia, our diverse range of drinks includes leading non-alcohol brands such as Schweppes, Solo, Cottee's, Cool Ridge water, Spring Valley and Charlie's juices and Strangelove premium adult soft drinks and mixers. We also own premium coffee brand Allpress Espresso. In addition, we proudly manufacture and distribute under licence Pepsi, Gatorade, Mountain Dew, Sunkist and Lipton Iced Tea.

Our leading alcohol range in Australia includes Carlton Draught, Asahi Super Dry, Victoria Bitter, Great Northern, Carlton Dry, Pure Blonde, Cascade, Peroni, 4 Pines, Mountain Goat, Pirate Life, Balter, Green Beacon, Good Tides seltzer, Somersby Cider, Riot Wine, Vodka Cruiser and Lexington Hill cocktails. We also proudly import and distribute under licence Corona beer.

ABOUT LION

Lion is a leading beverage company headquartered in Sydney, Australia. With origins dating back more than 180 years, Lion is known for its commitment to quality, craftsmanship, community and sustainability, and recently became Australia's first large-scale carbon neutral brewer and the first to brew with 100% procured renewable electricity.

Lion is a pioneer in brewing and continues to innovate across a range of adult beverages. Its core beer portfolio includes many locally loved brands in Australia such as XXXX, Little Creatures, James Squire, Stone & Wood, Victorian-born Furphy and Hahn.

Lion also has a craft spirits distribution arm in Australia in Vanguard Luxury Brands, and a shareholding in Four Pillars Gin. Lion employs close to 4,000 people across its markets. www.lionco.com

ABOUT COCA-COLA EUROPACIFIC PARTNERS

Coca-Cola Europacific Partners is one of the world's leading consumer goods companies. We make, move and sell some the world's most loved brands – serving 600 million consumers and helping 1.75 million customers across 29 countries grow.

In Australia, we are one of the country's largest bottlers and distributors of non-alcoholic and alcoholic ready-to-drink beverages, driven by a team of more than 3,500 passionate people. Our portfolio includes Coca-Cola, Sprite, Fanta, Kirks, Deep Spring, Mount Franklin, Pump, Powerade, Grinders Coffee, Feral Brewing, Jim Beam, Roku, Canadian Club, together with Rekorderlig Cider, Monster and Mother brands.

The Company is currently listed on Euronext Amsterdam, the Nasdaq, London Stock Exchange and on the Spanish Stock Exchanges, trading under the symbol CCEP.